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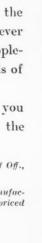
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Electrical Merchandising

Vol. 45 No. 6

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Our Next Issue

OMINATING the scene at the moment is the N.E.L.A. Convention at Atlantic City. It is the industry's greatest gathering. Matters of moment to manufacturer, power company, dealer, will be fully dealt with.

Perhaps you cannot be there. But we will.

The July issue of ELECTRICAL MERCHANDISING will summarize commercial activities, report merchandising progress, aims, and will interpret information authoritatively.

All the principal addresses dealing with commercial or merchandising topics will be reprinted in whole or in part.

The July issue will be a convention in itself.

SAFETY

CORDLESS

ELECTRIC IRON

NLY iron of its kind . . . the iron with a vast market that has been ready for years . . . a new source of "sales on sight" and profits for dealers!

When you sell this iron, you know you are selling a good iron—a strictly up-to-date product built with the same precision and the same selection of materials that are expected in a fine watch. Guaranteed ten years, SAFETY CORDLESS is the outstanding achievement among all irons . . . and its moderate price clinches the distinction!

SAFETY CORDLESS is SIMPLE AND CONVENIENT IN OPERATION. The cord is permanently attached to the stand and may be plugged into any socket. Thus the operator is saved from constantly connecting and disconnecting a hot plug to the iron. Being independent of the cord, the iron is freely movable in all directions.

SAFETY CORDLESS is ECONOMICAL. It heats in two minutes. It consumes current only while in contact position. And, unhampered by a cord, it does work in one-third to one-half the time required by conventional irons.

SAFETY CORDLESS is SAFE, featuring the Safety Cut-Out which will not allow the iron to overheat. The handle is shaped comfortably and protected from heat by an asbestos shield. It is impossible to suffer shock or burn at the specially-designed point of contact.

AMONG the many superiorities offered by safety Cordless are the carefully-measured heating plate consisting of a single piece of mica—an absolutely uniform

insulator that will not flake away like those built in layers. . . . The heating element ribbon of the highest quality obtainable, assuring more heat and longer life. . . . Contact points of silver, always acting as efficient conductors that will not turn into insulators on account of oxidation (as does copper). The lustrous surface is chrome-plated and tarnish-proof.

Full details upon request. SAFETY ELECTRICAL APPLIANCES, INCORPORATED, 2700 Franklin Street, Detroit, Mich.

Contact is easily made with the SAFETY CORDLESS. This arrangement makes shock and burn almost impossible. Temperature is controlled by the amount of time iron is left in contact nosition.





When iron is allowed to reach the maximum safe temperature, the Safety Cut-Out automatically breaks the circuit. An outside knob moves forward, and needs only be pushed back to restore the system. While the operator arranges her next piece, the SAFETY CORDLESS rests sideways on the stand, consuming no current. Absence of the cord allows full freedom of movement.





June, 1931

Electrical Merchandising A McGraw-Hill Publication Established 1916

L. E. Moffatt, Editor

Protect

Refrigeration

REFRIGERATION is having a wonderful sales year. Backed by the greatest promotional program ever applied to an electrical appliance, it moves steadily toward a sales goal of 1,000,000 units for 1931. Campaigns both by power companies and distributors are meeting with unprecedented success. Public acceptance is continually growing, and the popularity of electrical refrigeration adds prestige to all electrical home equipment.

Few lines of merchandise today present so healthy a picture. And it is in the interest of preserving the health of this situation that we venture what might otherwise be considered a sour note in calling attention to the potential danger in one recent development in refrigerator distribution:

A great many new refrigeration dealers have been created this year.

The largest number of these additions are radio, music and furniture dealers; good merchants with established reputations in their communities, well located stores, and ample experience in display, advertising and store salesmanship—all the requisites, in short, for handling merchandise (such as radio) sold largely on demand. But these are by no means all the requisites necessary for successfully selling electrical refrigeration.

Electrical refrigeration is specialty merchandise. It can be sold in volume only by the application of specialty methods and the use of specialty men. It is disturbing, therefore, to observe that many of these new dealers are not only without any specialty experience, but are deeply imbued with the philosophy that price reductions will always move goods.

Consider, therefore, what these merchants are likely to do when, say in July and August, they realize that the best selling season has passed and that they have a sizeable inventory which has not moved—an inventory excess which will be due to their failure to seek business actively outside the store. It is fanciful to expect that they will resort to the means they have *always* employed to move overstocks? Will not price cuts be announced? Will we have "sensational refrigeration values" to disturb conditions as "sensational radio values" have in the past?

HERE is a condition potentially menacing to the refrigerating industry. It can effectively be guarded against by applying the remedy *now*. The remedy is in the hands of the manufacturers who have created these outlets. They alone can make clear to these merchants that refrigeration sales depend on the consistent use of energetic outside solicitation and follow-up. They alone can assist these merchants in organizing and directing a specialty selling force.

In sounding this warning we do not seek to be alarmists. But we have some painful memories of similar conditions in the past. We learned then that appliances standing unsold on dealers' floors become a liability to the entire industry.

Ferroppe

IT Works

AT A MEETING of the Association of Electragists, International at Kansas City, March 17, a resolution was passed. The resolution put the Electragists on record as being opposed to the "free wiring" of electric ranges on the part of the central station.

"Free Wiring," a misnomer applied to the extending of the service entrance from the entrance switch up to the range itself, is frowned upon by the Electragists' Executive Council, because it is a form of premium selling, of price cutting, which tends to "react against the normal relations of the contractor and his wiring customer creating, thereby, a false measure of electrical service." Further, they say that an extension of this policy throughout the country will "alienate the power company from the electrical merchant and contractor at a time when industry goodwill is much needed."

Finally, they make the point that "other merchants marketing electrical appliances resent such merchandising policies on the part of power companies..."

All of which, of course, has caused considerable surprise and comment from those branches of the electrical industry that have been actively participating in this business. They are finding it a little difficult, and not a little embarrassing, to be asked to turn around and take a hearty poke at the fellow that has been putting business in their hands. Because in any discussion of the situation it is not easy to disregard or overlook the one important point: That range service extension policies on the part of the power company has:

1. Definitely extended the market for the electric range.

2. Made it possible for active dealer participation in range selling where heretofore it had been a device almost entirely dependent upon power company promotion.

3. Been responsible for an increase in the number of wiring jobs available—90 per cent of which have been done by independent contractors.

4. Given in a growing number of localities the electric range its first real impetus with the general public out of which can only come greatly increased acceptance and merchandising possibilities that rival the refrigerator.

A little over a year ago, in the May, 1930, issue of *Electrical Merchandising*, an editorial, "Remove the Barrier," analyzed some of the reasons for the snail-like pace of electric range sales. We pointed out that the more than 8,000,000 domestic customers served by companies offering range rates had bought only 158,000 electric ranges—the following year 180,000. Yet more than 3,000,000 gas, oil and coal ranges are sold each year.

One reason underlying this situation was the fact that there were too few sales outlets. And there were too few sales outlets because the independent merchant could not afford to sell electric ranges when faced with the

Range Service

Extension Allowance

produces results for . . .

12 Case Histories

By

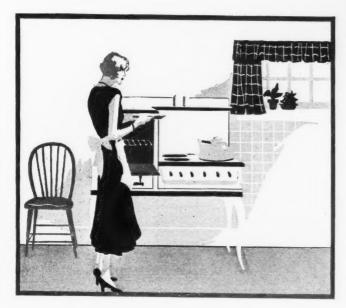
Laurence Wray



....for the DEALER



...the POWER COMPANY



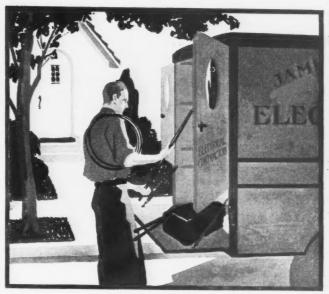
.... for the Customer

constant barrier of installation costs on the customer's premises amounting to anywhere from \$35 to \$85, depending on the locality. With too few sales outlets, customer acceptance naturally proceeds at a slow pace and so the question of getting ranges sold in something like the quantities its merits deserve is involved with the problem of disposing of the handicap offered by installation cost.

The proposal that power companies should assume the burden of the installation costs, treating this expense as an extension of service lines, has awakened wide interest.

The plan was given its first trial as a means of pro-

.... for the Contractor



moting range business by the Western Massachusetts Companies. One of their constituents, the Greenfield Electric Light & Power Company had been absorbing the costs of range installations since 1927. The United Electric Light Company, Springfield, had adopted the policy in 1929. Power companies, therefore, that have adopted the range service extension policy since that time have, in most cases, had them in effect less than a year. The majority, perhaps, have had less than six month's experience.

For purposes of clarity let us take up these experiences one at a time as separate case histories:

CASE NO. 1—The Western Massachusetts Companies

All merchandising in the territories served by this company is done by the dealers. In Greenfield, with some 7,500 domestic customers, the average domestic consumption was 337 kw.-hr. per year; in 1928, 385 kw.-hr.; in 1929, 485 kw.-hr. and in 1930, 529 kw.-hr. For the first four months of '31, domestic consumption has increased 15 per cent over the first four months of last year. Prior to 1929, there were 363 ranges connected to the company's lines. In '29, 113 units were sold by the dealers; in 1930 another 115; in 1931, 44 have been sold up to May. 1, a total in all of 635 ranges.

In the Springfield territory, prior to 1929, 300 ranges were connected to the lines—all dealer sales. In January, '29, the range service extension policy was adopted. Dealers that year sold 653 ranges; in 1930, when the business depression affected sales, 484 ranges were added. Up to May 1, 1931, 110 ranges have been sold—a total of 1,547 ranges connected.

CASE NO. 2—The Edison Electric Illuminating Company of Boston

Six months ago, November, 1930, the Boston Edison Company announced its range service extension policy. The \$50-\$65 installation charges were to be absorbed on all ranges of 5,000 watts capacity or over, installed in company territory. Prior to 1930, the company had sold between 200-300 ranges a year. Dealers had done practically nothing. In six months, the company have sold 637 ranges, the dealers more than 100. Quota for 1931 sales is 3,000 ranges. According to Richard Lincoln, supervisor, Appliance Department, the added range business has meant an increase in wiring business, including labor and material, of between \$50,000 and \$60,000—all of which went to independent contractors.

CASE NO. 3-The West Penn Power Company

Prior to 1930 there were about 1,500 ranges connected to the lines. Ranges were sold at an installed price which included the cost of installation. In 1928, 230 ranges were sold; in 1929, 256 ranges were sold. In May, 1930, the company established a change in policy which included: Current per residence, after 150 kw.-hr. was sold at 1\frac{3}{4}c. per kw.-hr.; furnishing, as part of the company's facilities, adequate entrance capacities, wherever the range was purchased. This policy included the installation of service entrances if the range owner moved.

Beginning in May, when a range campaign started the company on their new policy, 1,650 ranges were sold during the remainder of 1930. Approximately another 100 ranges were sold by dealers in the territory. Some 300 more have been sold in the first three months of 1931, bringing the total for 12 months operation under the range service extension plan, well over 2,000—more than had ever been sold in the history of the company before. Quota for 1931 is another 1,650 ranges while dealers, according to P. H. Powers, commercial vice-president, are expected to exceed their 1930 sales by 100 per cent.

CASE NO. 4-The Philadelphia Electric Company

For a number of years the Philadelphia Electric Company, with 500,000 domestic meters, have sold an average of 750 ranges annually. Early this year they announced a new policy of absorbing the cost of range installations to take effect March 15. So far, at the time of writing, this policy has only been in effect about two months. For the first four months of the year electric range sales in the territory of the Philadelphia Electric Company, have totaled 2,036! During the first 40 working days under the new policy a quota of 1,200 ranges was set for the company's own men: 1,213 were sold, including another 536 ranges to P. E. employees. During this same period, dealers accounted for an additional 131 ranges. Dealers had scarcely sold a range in the territory before. Five department stores have opened electric range departments.

Philadelphia Electric Company's quota for 1931 is 5,000 ranges!

CASE NO. 5-The Ohio Public Service Company

Prior to 1930 customers of this company were charged the full cost of installation on electric ranges—\$30-\$60 added to the price of the range. Under this policy 339

In the PROHIBITION

IT IS interesting to consider just what is going to happen in the cities of those states where power companies have been prohibited by law from merchandising appliances. How will the domestic load be built?

Who is going to pay the cost of pioneering ranges and water heaters there?

It takes money to popularize an appliance of this kind. Old customs must be broken down by education, new habits built up. It is a slow and costly process. The dealers profit margin covers just the expenses of retailing. The manufacturer's price does not provide for intensive local market development like this. In the past the only one who could afford to invest the money needed for this pioneering effort was the power company. They could do so only because the added load brought them a continuing income. And the new laws won't alter this condition much in Kansas or in Oklahoma.

Of course, appliance selling is not going to languish in these states completely. In every city some live local merchant will step out to grasp the opportunity. Or where the home town dealers fail to act some new man will come into town and open a store encouraged by the utility or supported by a manufacturer.

ranges were added to the lines in 1929, according to C. L. Dunn, general new business manager. In January, 1930, a policy was inaugurated whereby they assumed the expense of the range wiring up to and including the entrance switch. This reduced the cost to the customer on range wiring to \$10-\$15. As a result, range sales for 1930—a bad year—amounted to 716 units. Sales for 1931 will run in excess of 1,000 units. Ninety per cent of O. P. S. competition comes for B.t.u. gas selling for 60 cents.

CASE NO. 6-The Hartford Electric Light Company

The total number of ranges connected to the lines of this company prior to 1928, according to R. D. Cutler, commercial vice president, was 1,348. In 1923, 51 ranges were sold; in 1924, 125; in 1925, 161; in 1926, 209; in 1927, 194. Early in 1928, the company adopted the policy of absorbing most of the cost of range service extensions. That year in Hartford 515 ranges were sold; in 1929, 502; in 1930, 593. Of the 1930 figures one active dealer alone sold 200 ranges. In three years, therefore, under the service extension plan more ranges have been added to the lines than had been connected in their history.

CASE NO. 7—The New England Power Association

The above company, which formerly consisted of 12 subsidiaries in four New England states is now made up of 59 companies. Early last fall they adopted the policy of absorbing the cost of range service extension

STATES

But the cost of pioneering will remain no less an obstacle to selling ranges than before. And range wiring will be no less a factor in this situation.

For this reason, the experience of the power companies who are now absorbing the cost of range service extensions is particularly interesting and important. For if it helps get more ranges sold into old houses-if this benefits the dealer, contractor, wholesaler and manufacturer-if it is profitable for the power company to do it-if it speeds the day when all new homes will be wired when built-then won't such an inducement be all the more necessary and desirable to the entire local industry in locations where the utility is prohibited from active merchandising?

It is a matter of dollars. If it pays, it's good business. This means, of course, if it pays the industry broadly-if it builds the market and makes business for dealers and contractors at a fair price. It may ruffle our old traditions. But new conditions bring new methods. And the introduction and use of new electrical appliances will still go forward in the public interest.

Earl Whitehorne

-at first on their own range sales, but later amended to include all ranges sold on their lines. Available figures on their experience under the plan show a comparison between the first four months of 1930 when it was not in effect, and the first four months of the present year. In that period last year 440 ranges were sold; in 1931, 607 were sold, an increase of 38 per cent.

Under the plan now in effect with this company dealers sell ranges on the same basis as the power company, and in addition, dealer sales are serviced and demonstrated.

CASE NO. 8-Indiana Electric Corporation

Average installation costs in this company's territory amount to \$30. Three months ago, the company decided to sell ranges to the consumer at \$10 over list price, absorbing the remaining \$20 as a sales promotional expense. To encourage dealers in the vicinity in selling ranges, they were also to be paid a bonus of \$20 toward the installation costs, provided the range is sold at list price plus \$10. According to C. V. Sorenson, merchandise sales manager, the company sold 1,038 ranges in 1930 while dealers accounted for about 100 range sales. Expected: Dealer sales will enjoy large gains due to plan.

CASE NO. 9-The Connecticut Light & Power Company

During 1930, this company adopted the policy of absorbing half the cost of range installations and sold

1,150 ranges—450 of these being dealer sales. On company sales \$27.50 was the wiring allowance. In 1931, the \$27.50 allowance will be extended to dealers and the combined range sales for 1931 are expected according to W. M. Walsh, merchandise manager, to reach 1,450 units.

CASE NO. 10-The Washington Water Power Company

With 13,000 range users on its lines, the above company, in a two months' campaign in 1930, offered to absorb the cost of service entrances on all ranges sold, during that period. In the two month period, 797 ranges were sold. The wiring cost averaged about \$37.50 per residence—work given to electrical contractors in the vicinity. A similar campaign is scheduled for this year during which dealers will be compensated for 5 of the cost of the wiring on their range sales. A campaign run the year before, without the wiring inducement, sold only 528 ranges.

CASE NO. 11-Winnipeg Hydro Electric System

In order to inaugurate their new power plant at Slave Falls, Manitoba, the Winnipeg Hydro Electric System have adopted a plan whereby they absorb a large part of the cost of wiring on electric ranges added to their lines. Instead of wiring the range complete, they extend the service as far as the switch, absorbing \$17 of a \$27 charge. To reimburse the customer for the additional \$10 a certificate is given him, on the purchase of a range, entitling him to the first two or three months' electric service free of charge.

Dealers are also entitled to make the customer the same offer. On ranges they sell, the company will pay them \$17 and the dealer is given certificates as an

additional inducement to range sales.

March 12, the policy went into effect. Up to May 1, 435 ranges had been sold by the company, another 250 by the dealers. In addition, 205 water heaters were connected. According to F. J. Malby, business manager, some 700 wiring jobs have been issued to independent contractors within the 6 weeks the policy has been in force. More than 2,000 installations are expected before the end of the campaign.

CASE NO. 12-The Toledo Edison Company

This company absorbs the wiring cost up to the meter. From the meter to the range the cost is added to the range price. Average cost for connecting a range is \$40 which includes \$13 for meter-to-range costs.

Under this policy, according to E. F. Schmidt, range sales increased in 1929 to 339 units over 56 for the year before. In 1930, 346 ranges were sold while for the first three months of this year 63 ranges have been connected.

Here end the case histories. They do not include all the companies who, in the past few months have adopted the policy of absorbing all or part of the charges incidental to extending their service on range installations, but they represent those companies from

(Please turn to page 100)

The 4th Major oad Builder

Revenue survey shows that the home laundry provides the fourth important load-building unit

By E. L. Hinchliff*

Assistant Vice-president in charge of sales Middle West Utilities Company



HE washing machine has long been regarded as one of the best good-will devices. It is good business for the power company to promote the sale of the washing machine because more than any other device it saves hard and unpleasant labor in the home, and is a continual and dramatic reminder of the great merits of electricity in household service. Because of the amount of service it performs and the good-will it creates, we have rightly felt that the low revenue return was well compensated for.

In addition, the washing machine has been a source of merchandising profit. It sells readily at a fair price, -margins have been liberal, and the washer has for many years helped to balance our budgets against the heavy promotional expense of newer and especially of heavy demand devices.

*Chairman of the Ironing Machine Sub-Committee, Merchandise Sales General Committee, Merchandising Bureau, Commercial National Section, N.E.L.A.

The washer, however, does but half the home laundry, and for reasons not altogether clear, even many active merchandisers of washing machines have given little attention to its complementary device—the ironer.

The electric ironing machine, as it is today, offers a great potential source of new and attractive business, both from a merchandising and load-building angle. Ironers are very moderate in price, considering the fact that they are a highly developed product, giving a much needed service and building a substantial load. Perhaps the reason why some merchandisers have not enthusiastically promoted the ironing machine has been the division of opinion as to the very matter of load-building. There has been a difference of opinion as to the degree to which the ironing machine supplanted the electric hand iron,-whether or not its greater speed in operation did not reduce the total time spent on the family ironing to a degree where the net increase in revenue was negligible. It has been plausibly stated that if the ironing machine does the work in one-half the time of the hand iron, then the greater consumption of the ironing machine is substantially offset. Against this we have had many advocates of the ironing machine who have calculated that the ironer produced a net increase of 200 or more

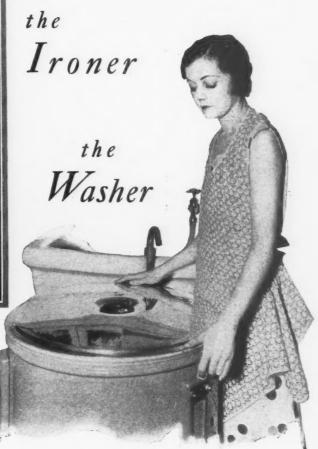
kw.-hr. a year.

In an endeavor to establish the truth of one or the other of these points of view, I have had made in a number of our own companies an analysis of the bills of 115 families before and after the purchase of an ironing machine. The periods covered by the analysis were in most cases twelve months. In a small proportion of the total, shorter periods of from four to eight months were analyzed. These records, as tabulated, are of extreme interest, showing a great divergence of use and a considerable variation in load increase. In some families the increases were as low as 30 to 40 kw.-hr. a year. In others as great as 400 and 500 kw.-hr. a year. In making this comparison the strictest effort was made to select families which, since the purchase of the ironing machine, had bought no other high consumption appliance, such as a refrigerator. Therefore where high increases were shown, the explanation would necessarily be that under some conditions and in some families, the ironing machine had a greater effect than would be theoretically assumed. The average of all these 115 families, however, comes close to the figure which had been theoretically established; we have acutally found from these records on 115 families an average increase of 204 kw.-hr. per year after the purchase of the ironing ma-This figure includes one group of families on which the calculations were made after a complete home laundry unit, consisting of a washer as well as an ironer

GALLOWAY

had been purchased. With this group, however, many of the ironers purchased were of the small attachment variety, so that the total is little if at all distorted by the fact that some washer sales have been included among the families analyzed. As an indication of the diversity of use, it is interesting to study the following group from the records.

Sell Them BOTH



	Before	purch	ase		After p	urch	ase		Bef	ore purch	ase	Aft	er purch:	ase
Date	Cons	W. H. sump- ion	Monthly Billing	Date	K. W. Consu- tion	mp-	Monthly Billing	Date		C. W. H. onsump- tion	Monthly Billing		K. W. H. onsump- tion	Monthly Billing
			Mrs	s. A.							. Mrs	s. C.		
May,	929	19	\$1.88	May,	1930 46	5	\$3.92	Mar.,	1928	98	\$6.32	Mar., 1929	154	\$9.32
June		61	4.67	June	64	1	4.82	Apr.		84	5.82	Apr.	174	10.32
July		37	3.12	July	104	+	6.82	May		67	4.97	May	148	9.02
Aug.		90	6.12	Aug.	118	3	7.52	June		77	5.47	Tune	NR	
Sept.		47	3.97	Sept.	101		6.67	July		80	5.62	July	NR	
Oct.		81	5.67	Oct.	61		4.67	Aug.		61	4.67	Aug.	394	24.56
Nov.		53	4.27	Nov.	41		3.64	Sept.		97	6.47	Sept.	NR	
Dec.		47	3.97	Dec.	45	5	3.87	Oct.		82	5.72	Oct.	203	13.39
Jan., 1	930	48	4.02	Jan.,			4.17	Nov.		90	6.12	Nov.	100	6.62
Feb.		32	2.92	Feb.	44		3.82	Dec.		86	5.92	Dec.	118	7.52
Mar.		27	2.52	Mar.	3:		2.92	Jan.,	1929	66	4.92	Jan., 1930	113	7.27
Apr.		45	3.87	Apr.	40		3.56	Feb.	-	90	6.12	Feb.	155	9.37
Tota	al :	587	\$47.00		74	7	\$56.40	Tot	al	974	368.14		1,559	\$97.39
			Mr	s. B.							Mr	s. D.		
June,	1928	51	\$4.17	June,	1929 8		\$5.87	Oct.,	1928	132	\$8.22	Oct., 1929	166	\$9.82
July		51	4.17	July	9	1	6.17	Nov.		115	7.37	Nov.	138	8.52
Aug.		70	5.12	Aug.	104	4	6.82	Dec.		70	5.12	Dec.	120	7.62
Sept.		96	6.42	Sept.	9:	3	6.27	Jan.,	1929	92	6.22	Jan., 1930	120	7.62
Oct.		66	4.92	Oct.	8	0	5.62	Feb.		118	7.52	Feb.	128	8.02
Nov.		64	4.82	Nov.	8:	2	5.72	Mar.		106	6.92	Mar.	120	7.62
Dec.		83	5.77	Dec.	8:	2	5.72	Apr.		112	7.22	Apr.	106	6.92
Jan., 1	929	55	4.37	Jan.,	1930 7	2	5.22	May		13	1.30	May	94	6.32
Feb.		74	5.32	Feb.	5-	4	4.32	Tune		130	8.12	June	48	4.02
Mar.		71	5.17	Mar.	5	7	4.47	July		137	8.47	July	65	4.87
Apr.		60	4.62	Apr.	6		4.82	Aug.		117	7.47	Aug.	89	6.07
May		71	5.17	May	5		4.12	Sept.		125	7.87	Sept.	230	13.12
Tot	al	812	\$60.04		91	4	\$65.14	Tot	al	1,267	81.82		1,424	90.54

		Mı	rs. E.		3
Nov. 1928 Dec. Jan., 1929 Feb. Mar. Apr. May June July Aug. Sept. Oct.	82 67 79 63 63 NR 90 NR NR NR 121 50	\$5.72 4.97 5.57 4.77 4.77 7.74 	Nov., 1929 Dec. Jan., 1930 Feb. Mar. Apr. May June July Aug. Sept. Oct.	66 76 77 66 48 44 32 60 NR 136 79	\$4. 92 5. 42 5. 47 4. 92 4. 02 3. 82 2. 92 4. 62 10. 04 5. 57 6. 52
Total	615	48.78		782	58.24
		Mı	rs. F.		
Nov. 1928 Dec. Jan., 1929 Feb. Mar. Apr. May June Jul. Aug. Sept. Oct.	47 56 65 45 49 34 38 26 20 35 45 52	\$3.97 4.32 4.87 3.87 4.07 3.08 3.40 2.44 1.96 3.16 3.87 4.22	Nov. 1929 Dec. Jan. 1930 Feb. Mar. Apr. May June Jul. Aug. Sept. Oct.	63 55 NR 93 55 38 40 29 NR 68 41 58	\$4.77 4.37 7.89 4.37 3.56 2.68 5.02 3.64 4.52
Total	512	43.23		540	44.22
			rs. G.		
Apr., 1927 May June Jul. Aug. Sept. Oct. Nov. Dec. Jan., 1928 Feb. Mar.	63 61 53 40 43 55 69 90 81 77 66 61	\$4.77 4.67 4.27 3.56 3.77 4.37 5.07 6.12 5.67 5.47 4.92 4.67	Apr., 1928 May June Jul. Aug. Sept. Oct. Nov. Dec. Jan., 1929 Feb. Mar.	94 92 112 124 119 101 100 109 99 104 79	\$6.32 6.22 7.22 7.82 7.57 6.67 7.07 6.57 7.02 5.57
Total	759	57.33		1224	80.84

WANT to make clear at this point that by no means I all of the families analyzed showed a high average use before the ironer was purchased. A considerable number out of the 115 were in the class using less than 400 kw.-hr. a year. It is in this low bill type of family that the sale of an ironing machine is perhaps of most importance. The service rendered by the ironer and the washer is so great that a monthly increase of a third or more in the bill is easily understood and accepted by the customer while from the company's standpoint an unprofitable customer is turned into a paying one. A few instances from figures before me show one customer using 122 kw.-hr. a year before buying an ironing machine and 261 kw.-hr. after; another family with 275 kw.-hr. before and 392 kw.-hr. after the purchase of the ironer; still another, 218 kw.-hr. before and 405 kw.-hr. after; and a fourth using 323 before and 646

What is apparently registered in the large increases is the indirect as well as the direct effect on the meter when the laundry is done at home. If we consider all the use of our services that are brought about by home laundry, and that are sacrificed when the laundry is sent out of the home, we are justified in regarding the domestic laundry unit—washer and ironer—as the fourth major load builder, coming only after the water heater, range and refrigerator. For we cannot forget that many of us are combination companies, and that the washer, with its modest electrical revenue, creates a highly desirable gas revenue through its use of hot water on wash day.

On this subject of indirect load building, let us consider what it means to use to have a full day's use of all domestic facilities when all the laundry-washing and ironing—is done at home: the extra meals that are cooked on the electric or gas range, the use of the electrical refrigerator in connection with these meals, as well as the amount of hot water taken from electric or gas water heaters. That this is not a fanciful argument may be seen by the increases of 400 to 500 kw.-hr. a year for some of these families shown above after the purchase of the electric washer and ironer. These increases are due to use not only of the ironer and washer, but of other equipment already in the home, since these particular cases were carefully checked to make sure that no other heavy load consuming equipment was installed in the home after the ironer had been purchased.

FROM estimates made first of January this year, there were only some 680,000 ironers in the homes of 20,000,000 domestic customers as against 7,185,000 washing machines. This gives an indication of the very large market for ironers in homes with washers and does not take into consideration the ironer sales possible to wet wash customers who can make effective and economical use of a portable or built-in ironing machine.

Increased ironer sales will come not only from following washer customers, but through the increased effort to sell a complete home laundry unit of both washer and ironer. With today's low prices, both products can be merchandised at little more than a good washer alone

cost some four or five years ago.

This home laundry unit should include the detached ironer rather than the attachment type. Sales promotion on the attachment type, however, should not be dropped entirely, since it is a common experience that women buying the attachment type ironer will trade it back before the washer and ironer are paid for-for a larger self-contained ironing machine. That the home laundry unit is a perfectly feasible merchandising plan is demonstrated by the number of companies that over the last two or three years have shown an increase in the proportion of ironer to washer sales. This increase has come through showing the sales department that the ironer sale was needed to complete the laundry sale and was not hard to make. A number of companies, over the past year, have reported increases in the proportion of ironer and washer sales, several companies showing a ratio of one ironer to every two washers sold. In one company—that of the Public Service Company of Oklahoma-reports show 60% ironer to washer sales.

It is extremely desirable from the standpoint of the power company and of the whole industry that dealers take a more active interest in selling ironers. It is certainly good business from their standpoint. Just at this time, when washer prices have declined from former levels, the ironer sold with the washer will raise the total of the unit sale and so cares for a genuine problem with any merchant. It is true that dealers as a whole have not been any more active in capitalizing the ironer opportunity than central station merchandisers have. Whatever may be the cause of this, the *remedy* in my opinion, is an active promotion of the home laundry unit by the central station.

Such a promotion will foster a recognition on the part of the trade of the opportunities for profit in ironer sales and from the activity so stimulated the power companies will reap a certain return in customer satisfaction and increased domestic use of energy.

Where SERVICE means

SALES



EXT to "cooperation" probably no word in the English language has received so much abuse as "service." To a flourishing appliance business, however, service has proved itself of even greater significance than selling. It is through service alone that the small appliance business builds itself to a point of steady repeat sales. The old, old story of a satisfied customer being the best advertisement.

Here and there one comes across an appliance dealer to whom service has meant more than just a word; a dealer who had made service his most valuable pull, such as George Jacobson of Jacobson, Neils & Son, 85 Central Avenue, Albany. An old line Maytag dealer, he has built a washer business that has shown little tendency to be affected by even such major depressions as business generally has just passed through. He has averaged something like 300 washer sales a year for the past few years . . . a comfortable business to which he has more recently added radio (Atwater Kent, Victor) and refrigeration (GE, Frigidaire). To these later items he plans to bring the same type of personal service that has made his washer business a successful operation.

Service, incidentally, in the Jacobson-Neils operation extends to more than a mere follow-up of the customer when the sale is completed. He advertises real service repair work on any washer made. The skill of his two



George Jacobson (left) knows that the demonstration and sale is only half of the story of building washer business.

service men in repairing old washers, supplying parts, have proven a profitable sideline. So well known has he become in Albany for his service work that department stores, central stations, other dealers, have easily fallen into the habit of referring such work to Jacobson. Naturally the service department has been a fruitful source of leads for new washer business.

Some indication of the healthy condition of the Jacobson business may be gotten from the fact that with an inventory on washers as low as \$1,500, an inventory on radio about the same, he does a business of between \$50,000 and \$60,000 a year. A small stock, active selling force of three outside salesmen and two service men has made it possible for him to turn his washer inventory thirty times a year,—his radio business eight. Salesmen are paid on a straight commission basis. Radio and refrigeration business, Jacobson believes, will more than supplement the quiet periods of the year when washers show a natural seasonal decline. Here, however, Mr. Jacobson has a grievance:

"It is difficult to do a good job on radio here in Albany," he said, "because of the intense competition and the price cutting tactics of most of my competitors. It has never disturbed me when sellnig washers, because I have exclusive representation for one make. So far as the washer is concerned, I am sufficiently impressed with its superior merits to be able to sell it at a good price in competition with any other type in the market. But with so many outlets handling radio, and none of them, as far as I can see, making any money, it is difficult to get out and sell them to even my present customers on the same basis of a good price with an adequate margin to cover me in selling costs. We sold over sixty radio sets last year, which proved a profitable addition to our regular business on washing machines, but I feel I could do a more active selling job on radio if conditions were more favorable."

Home

HEN the Editor of Electrical Merchandising asked me to write these few kind words about Home Service, I was puzzled as to the proper viewpoint to take. Should I write about it from the point of view of the public utility woman who is distinctly not a Home Service worker, but interested in developing the residence business, or perhaps of the homemaker who uses complete electric equipment in her home and is fully in accord with the aims and ideals of Home Service, or should it be written from the utility advertising point-of-view which is very apt to look long and hard at promotional expense? The Editor rather steered away from this dilemma, and, so to speak, shoved me overboard to save myself as well as I could. Which is a bad mixing of metaphors, but a swell start for the story, for finally I decided to write it from all three points of view!

Time was when most central station people not directly connected with Home Service, looked indulgently at its pleasant gatherings of women who came to get recipes for angel food, and ice cream made in the electric refrigerator. Those of us outside of the Home Service realm felt that it was a broadminded gesture on the part of the central station to be so altruistic as to contact its women customers in such a general way and that in some vague way it would better public relations. Much water has gone over the dam since then, and most of us central station people have found that Home Service is a definite commercial as well as

public relations asset.

IT IS to this definite commercial value of Home Service that I want to attest . . . from the three viewpoints outlined in the first paragraph. There are three major points to consider in this connection:

1. Necessity and desirability of increasing the domestic load.

2. Need of greater knowledge of how to do this.

3. Broadly speaking, a gradually waning home market.

The ideal yearly residential consumption, so we hear, should be at least 2,000 kw.-h., instead of which it is about 525 kw.-h.! There is certainly sufficient spread here for ample effort. And the chief reason, probably, that it has not been definitely accomplished, as a country-wide proposition, is due to the fact that we have not known just how to do it. The thing we do not realize fully is that the job of increasing the residence load is beset with some hurdles we know hardly anything about. It is a fact that economists are worrying about what they term the "waning" home market, because there is a very decided tendency toward taking housework out of the home.

The moderate price restaurants and the delicatessen stores are showing an amazing growth . . . from our



CLARA ZILLESSEN started her business career as my stenographer. At the end of the first day I said to the office manager, "Fire that little Dutch girl."

I have often thought what a loss to the electrical industry if the procrastinating cuss had done so, but he put it off, and before he got around to it she fired him.

She had a way of doing things like that. I remember I started once to teach her to write, but before I got far at it it was she who was teaching me. I freely admit that I owe a good part of my ability, if any, as a word juggler, to her.

Time came when my small business could not offer her a sufficient future, so I got her a job with Howard Mohr, then advertising manager of the Philadelphia Electric Company. "But I don't want a girl," wailed Howard. "In business, women is nix." "Lissen, feller," says I, "this girl will have your job before long."

She has it.

But that isn't all she has. As a musician she has sufficient capability to give song recitals in four languages; she is a writer of such competence that her stuff is accepted by the LADIES HOME JOURNAL; she dances like pink thistledown, and she can hold converse in the manner of a debutant, an Einstein or a regular army top sergeant, according to the exigencies of the occasion.

Most of us measure ability in terms of dollars, so I will give you a fiscal yardstick: Clara Zillessen is responsible for the expenditure of an advertising appropriation which amounts to three-

quarters of a million dollars a year.

That's how good she is.

FRANK B. RAE, Jr.

Service.

point-of-view, an *alarming* growth . . . both as to numbers and improvement in quality. That is apt to mean less demand for ranges, small cooking appliances, and refrigerators and dishwashers.

Commercial laundries are doing a bigger and better home laundry business every year and so cutting down our markets for washers, irons and ironers. Then in the big cities there is the tendency toward the very small apartment, with the emphasis on large comfortable living quarters, such as bedrooms and living rooms, and reducing almost to the irreducible minimum such once-important rooms as the kitchen and dining room. Even in the less populous centers, apartments are gaining a foothold very rapidly and many young people just starting consider two rooms, bath and pantry as a homelike accommodation. And what that does to the residence load is everybody's business!

But there is also a not entirely mournful side to the picture. There is unquestionably a definite and still undeveloped home market, especially for electric laborsavers. And the home market is the market of the homemaker. So many statistics about the purchasing power to this home market have been let loose that I hesitate to add to the confusion. There seems to be no question, however, that women buy from 85% to

90% of all products.

So it would seem that the women buyer in your community is the person to consider in developing your residence business. There is plenty of precedent for you to follow. Take a look at any of the general magazines and observe the feminine slant in the advertising of those canny advertisers who know their stuff. Look at the paint and lacquer advertisements—the furniture, automobile, home building, cigarette, beverage advertisements—all with varied and direct appeal to the woman buyer. You remember the story of Henry Ford—how he stuck to his Model T, and how he said women could have any color Ford they liked so long as it was black! Well, it wasn't long before he saw what pluck Chrysler and Chevrolet were having with the kind of cars women wanted—and along came the goodlooking and colorful Model A.

THERE is something else to take into account, too, in developing this residence market of ours. Within the last year or two, a great deal more attention has been paid to the actual user of advertised products than ever before. The manufacturer has broadened out beyond a blind concentration of his perennial problems of men, materials and methods... and the dealer has quickened his perception of business beyond the rate of turnover and financing... to a definite consideration of the person who will ultimately buy—or not buy—the manufacturer's product in the dealer's store.

But what, you may well ask, does all this have to do

The

Dorothy Dix

of the

APPLIANCE BUSINESS

By Clara H. Zillessen

Advertising Manager Philadelphia Electric Co. Chairman Women's Committee N.E.L.A.

with our business? Because the way to make Home Service pay is to build up the residential load, and there are just three things to do in increasing the load to sell appliances, to keep them in use after they have been sold, and to sow the seed for future sales and future use of load. It sounds like an open-and-shut selling proposition, but it isn't as easy as it sounds. Ordinary advertising and merchandising methods are not sufficient, because you have here much more than

a day-by-day selling job.

Home Service takes hold before advertising and merchandising begin . and it's right there to continue functioning after they stop. Home Service tills the field for appliance sales because it reaches the older women who don't read advertising and the younger women who don't believe all they read. Home Service is the personal, face-to-face contact, where advertising at best is more or less impersonal. Home Service is a service . . . it goes the salesman one better because it is not primarily interested in individual sales, and so increases customer-confidence. Home Service is the Dorothy Dix of the public utility business, because all the heart-rending questions of why ranges don't heat large quantities of water instantaneously, why refrigerators aren't ice cream freezers, why waffles stick, why ironers don't iron ruffles, are constanly flowing in on Home Service Departments to be intelligently and fully answered. That's what builds load!

(please turn to p. 92)

The Power Companies

THE discussions which have been actively taking place on utility merchandising and its problems, have afforded an unusual opportunity for pro or con statements, which can be freely made and because there have been no sufficient body of facts available are difficult to either challenge or prove.

In order to obtain a broad picture of power company policies and results in merchandising, ELECTRICAL MERCHANDISING, Electrical World and Electrical West have, with the co-operation of 100 utility companies, serving

56

six and a half million domestic customers, brought together a much needed group of facts. The material printed herewith is drawn from an analysis of some 48,200 items. The companies furnishing this data furnish power to substantially one-third of all the wired homes in this country. In this analysis, the figures are presented by regions, and as will be noted, the reporting companies are well distributed, so that from each region we obtain a representative figure.

In the presentation of the amount of the data here gathered, covering as it does a number of different although related phases of power company marketing, there is much difficulty in making clear the relation of the material gathered to the whole problem. We therefore have selected from all of the matter covered by this survey that part only which deals with the following points:

1. The total business in all appliances, both heavy and light load building in the years of 1929 and 1930

2. The policies in regard to matters that affect the relations of the power companies with the local retail trade.

Merchandise Sales Totals

Purchasing Policies

Trade Relations

Payment of Salesmen

A Factual study of 100 companies serving 6,500,000 domestic customers

3. The purchasing practices of power companies on four major items.

4. The methods of compensating utility salesmen.

The first tabulations following, therefore, are the totals of merchandise revenue which include the items later shown in detail together with the total merchandising sales expense.

This sales expense is 28.7 of the total sales, an operating showing that reflects credit on utility merchandising management when compared to the retail operating costs of other business. The total business done was \$49,126,980

merchandise sold to 6,405,424 customers, the survey being limited as to customers we get no true indication of the percentage this represents to the total business in these localities. However it is a partial confirmation of the figure of 25 to 30 per cent which has been commonly accepted as the proportion of the appliance business done by the power companies to the industry's total.

A check up on individual items shows a percentage on some appliances—ranges for instance—very much higher than this figure, whereas on other appliances the participation by utilities in the total market will go well below 25 per cent. It is also interesting to note that on ranges, water heaters, refrigerators and ironers there were good increases both in unit sales and dollar volume over the boom year of 1929. On other appliances there was only a slight increase, but for the whole list 1930 was a better year in power company merchandising than the year before.

The increases on the larger appliances amount to 18 per cent in unit sales, but the decreases in price during the year brought the dollar increase down to 14.3 per cent. For these major heavy load appliances again, the

Total Sales and Operating Expenses

Region	Total No. of Domestic Customers in Region	Total No. of Domestic Customers of Cos. Reporting	Total Number of Stores	Total No. of Store Salesmen	Total No. of Field Salesmen	Number of Demonstrators	Total Merchandise Revenue	Total Merch. Sales Expense
New England	1.863.438	928.047	144	251	312	50	\$4,782,010	\$1,097,910
Middle Atlantic	5,832,934	1,610,331	212	245	753	60	8,021,337	2,484,325
South Atlantic and East South Centra	1 2,192,946	455,331	264	57	304	20	5,937,336	1,203,974
East North Central	5,027,905	1,759,025	396	220	1,203	63	14,852,683	4,082,451
West North Central	1,965,472	388,175	157	66	190	7	3,870,402	1,526,519
West South Central	1,047,798	512,026	369	75	346	40	7,125,573	1,442,197
Mountain and Pacific	2,508,281	752,489	201	145	316	31	4,537,639	2,272,728
Totals	20,438,774	6,405,424	1,743	1,059	3,424	271	49,126,980	14,110,101

Place in the Picture

average energy rate was 3.37 cents. And of these major load building appliances there were 19.1 units sold per 1,000 customers.

Not all of the companies reported their operating costs in detail, so that it has not been possible to break down the operating cost figure to show the allocation for rent, advertising, and direct sales expenses. The absence of data from large companies in dense urban territories where rents would naturally be high, makes

it impossible to arrive at a rent figure. Of those reporting, the highest company spent \$14,000 for rent applied to a \$1,000,000 appliance business.

Too few companies also gave us advertising per cent figures. These figures which were obtained, however, would indicate a great divergence in appropriations for this item. Of four companies in one region, one reported 6 per cent appropriated to advertising—the other three appropriations were all under 1 per cent.

Total Sales on Load Building Appliances

		"Nu	The figure	npanies"	show how r	nany gave		-			Appli- ances		
	Number of	Unit	of the pa	Unit	Value	erchandise.	Energy		rage	Av. Rate 1930	Sold In 1930 Per 1,000	Per Cen	t Increase
Region	Com-	Sales	\$	Sales	\$	KwHr.	\$		rice	Cents	Custo-		-1930
Dontes	panies	1929	1929	1930	1930	1930	1930	1929	1930	KwHr.	mers.	Units	\$ Value
Ranges- N.E.	15	4,155	642,278	4,719	597,411	6,923,100	232,300	154	126	3.86	4.96	+13.5	— 7.0
M.A.	10	3,132	565,973	6,182	897,991	15,930,500	266,915		145	1.68	3.84	+97.2	+58.6
S.E.	11	6,815	1,038,741	13,621	2,095,113	23,384,500	768,742	152	154	3.29	14.0	+99.8	+103.0
E.N.C. W.N.C		6,510 4,305	956,998 654,500	9,383 4,349	1,358,544 629,456	15,617,020 7,085,020	658,822 268,185		134 145	4.23 3.79	5.34	+44.1 + 1.02	+42.0 -3.8
S.W.	11	4,118	555,860	3,586	460,299	5,637,450	228,987		128	4.07	7.0	-12.9	-17.2
Mt.& Pa	c. 10	17,418	2,758,041	15,347	2,315,859	25,690,500	660,980	158	151	2.57	20.4	11.9	-16.0
U.S.	85	46,453	7,172,391	57,187	8,354,673	100,268,090	3,084,931	152	144	3.08	8.25	+23.0	+16.5
Water H													
N.E. M.A.	13	737	86,637 40,183	940 563	120,280 75,179	4,564,850 1,754,400	86,135 36,328		127 133	1.85	0.99	+27.6 $+111.0$	$+38.8 \\ +87.2$
S.E.	10	267 609	79,700	1,981	243,900	6,150,920	200,643		134	3.25	2.04	+225.0	+205.0
E.N.C.		591	30,823	712	63,885	1,604,850	64,835	86	88	4.05	0.40	+20.5	+25.7
W.N.C S.W.	2. 11 11	175 583	15,503 65,163	216 511	20,312 52,568	488,353 912,790	14,430 31,375		94 103	2.95 3.33	0.55	+23.4 -12.3	+31.0 -19.3
Mt. & Pa		5,039	278,903	4,530	251,557	12,660,200	212,700		55	1.68		-10.1	- 9.8
U.S.	76	8,001	616,911	9,453	827,681	28,136,363	646,446	75	90	2.30	1.36	+18.1	+34.1
Refriger	ators—												
N.E.	14	7,215	1,873,880	8,487	2,174,753	5,958,400	286,719		256	4.80	8.93	+17.6	+16.0
M.A. S.E.	10 11	17,686 12,151	4,514,934 3,105,551	18,441 15,060	4,799,401 4,069,928	14,396,950 11,720,000	438,694 474,293		261 271	3.05 4.05	11.4 15.5	+4.3 +23.9	+6.3 $+31.0$
E.N.C.	. 15	13,287	3,575,149	15,666	4,027,122	10,758,139	533,661	270	257	4.95	8.9	+17.9	+12.6
W.N.C		5,780	1,625,434	6,452	1,612,410	4,378,900	281,932		250	6.45	16.6	+11.6	-0.8
S.W. Mt.& Pa	c. 9	7,290 4,857	2,326,827 1,353,250	8,848 6,250	2,576,232 1,696,994	6,474,245 3,850,100	329,331 142,999		291 272	5.10 3.72	17.3 8.32	$+21.1 \\ +29.0$	+25.4
U.S.	83	68,266	18,375,025	79,204	20,956,840	57,536,734	2,487,629	269	265	4.33	11.4	+16.0	+14.0
Ironers-	_												
N.E.	14	916	78,447	1,240	102,695	286,428			86	5.12	1.31	+35.4	+30.8
M.A. S.E.	10 10	2,730 171	208,349 12,558	2,790 338	219,526 24,473	820,125 121,285	30,218 4,200		78 72	3.68 3.47	1.73	$+2.2 \\ +97.8$	+5.4 $+94.7$
E.N.C		2,704	262,377	2,794	237,695				85	6.17	1.58	+ 3.3	- 9.4
W.N.C	C. 13	1,000	71,736	1,034	73,130	258,346	9,850	71	70	3.82	2.66	+ 3.4	+ 1.9
S.W. Mt.& Pa	c. 8	680 1,407	43,459 100,314	716 1,431	43,961	266,460 179,972			61 71	4.70 7.92	1.39	+ 5.3 + 1.7	+1.2 + 2.5
U.S.	81	9,608	777,240	10,343	804,279	2,426,482			78	4.77	1.48	+ 7.65	+ 3.48
Oil Burn	ners-												
N.E.	1					300	18			6.0		*****	
M.A.	. !	.4	1,911	1	550			470	550			-75.0	-71.1
E.N.C W.N.C		17 50		35				530 427	600 523			-76.5 -42.9	-73.3 -27.5
U.S.	4	80	36,148	40			75	5 451	530	6.15		-50.0	-41.0
Grand t	total for												
U.S.		132,408	26,977,715	156,227	30,964,733	188,368,88	9 6,335,29	. 00		3.37	19.1	+18.0	+14.3

FEW companies returned figures on the saturation of common use—12 per cent. This runs up in some regions to the high point of 25 per cent reported by a West figures shown, however, are important indications of merchandising activity. The maximum saturation reported for ranges (40 per cent) is from a property in the Mountain and Pacific region. The next best range saturation was 16 per cent from a West North Central system. The highest water heater saturation came from the far West-13 per cent. Refrigeration saturation is fairly uniform and agrees with the national figure in

North Central company. The ironing machine saturation is low except in two properties, one in the Middle Atlantic and another in the East North Central region, report ironer saturation as high as 15 per cent. Irons show the highest saturation. This is to be expected. It was not anticipated, however, that toasters, percolators, and washing machines would in some districts reach the saturation reported—90 per cent being the record.

(Note regions have been combined in this tabulation because of space limitations) Merchandise Installme												
,	Unit	ts Sold 1930	Per Cent Increase	1929 Re	venue 1930 ollars)	Per Cent Increase		Per Cent Saturation Min.	Median	Paym Allov Yes	ents	
Southeast and Southwest— Irons Toasters. Percolaters. Waffle Irons. Floor Polishers. Vacuum Cleaners. Washers. Fans (all). Health Lamps. Incandescent Lamps. Floor and Table Lamps. Electric Clocks. Radios. Total.	49,475 6,794 9,877 9,689 137 8,223 7,266 14,209 1,713,305 6,053 133 3,125	53,948 10,479 12,435 11,356 69 8,463 7,764 19,301 90 2,215,522 12,766 1,902 1,902 2,361,475	+ 9 + 54 + 26 + 18 - 49 + 3 + 7 + 36 + 543 + 29 + 94 + 1330 + 136 + 29	260,080 46,615 92,815 97,973 4,939 430,072 777,637 272,414 649 436,045 55,997 2,550 336,151 2,857,266	298, 293 69, 391 119, 632 115, 329 1, 671 436, 837 772, 441 349, 525 4, 189 629, 304 96, 985 21, 070 604, 036 3,702, 052	+ 15 + 48 + 14 + 18 - 66 + 2 - 1 + 24 + 545 + 44 + 70 + 725 + 79 + 30	98 90 40 30 5 75 35 60 0.5 100 80	60 2 4 6 2 5 2 0.5 0.2 80 2	90 20 25 20 2.5 40 17.5 25 0.3 90 62.5 6	15 16 16 16 7 21 22 22 5 7 11 8	4 5 2 2 0 0 0 1 1 14 4 1 5 3 9	
New England and Middle Atlantic— Irons. Toasters Percolaters Waffle Irons. Floor Polishers Vacuum Cleaners. Washers. Fans (all) Health Lamps. Incandescent Lamps. Floor and Table Lamps. Electric Clocks Radios. Total.	20,155 1,640 2,376	99,309 28,362 17,089 18,432 648 25,316 28,209 5,687 366 3,301,871 17,104 7,100 5,537 3,555,030	- 6 - 6 	579,946 194,622 151,322 157,211 34,029 1,522,321 2,859,602 129,372 4,426 2727,220 238,322 25,761 294,153 6,918,301	566,956 174,628 142,720 161,726 46,829 1,252,968 3,726,063 89,216 7,019 722,108 166,476 84,092 591,123 7,731,924	- 2 - 10 - 2 + 38 - 17 + 30 - 31 + 58 - 1 - 30 + 101 + 101	97 544 35 28 5 71 55 20 5 90 100 15 75	0.3 0.2 .006 .08 .07 .012 .003 .0009	85 40 26. 7 15 25. 1 18 8. 5 .055	20 18 17 17 5 22 22 16 11 3 19 8 8 8	5 6 7 7 3 2 2 6 3 14 9 4 2 70	
East and West North Central — Irons. Toasters. Percolaters. Waffle Irons. Floor Polishers Vacuum Cleaners. Washers. Fans (all) Health Lamps. Incandescent Lamps. Floor and Table Lamps. Electric Clocks. Radios. Total	32,978 4,360 19,268	103,660 29,898 16,706 24,153 401 30,483 22,606 13,256 1,398 2,242,211 25,380 27,196 20,788 2,548,137	- 4 14 1 + 11 3 21 16 + 38 59 17 23 + 294 +- 16	311,146 195,387 176,178 240,848 1,716,890 2,938,229 161,289 390,914 902,397 543,424 61,379 2,223,573 9,867,582	291,133 183,338 158,019 226,811 1,386,036 2,244,469 163,846 81,251 204,498 2,146,659 8,462,388	15 6 10 6 +- 7 19 24 +- 75 12 12 +- 236 14	100 80 90 60 10 88 90 60 5	90 10 3 3 3 .02 25 30 0.5 0.5 0.5	95 40 30 118 05 65 54 115 1 82.5 2	22 21 18 19 5 24 21 31 18 16 23 11 17 246	4 6 7 6 3 4 6 12 4 6 8 4 4 7 4	
Mountain and Pacific— Irons. Toasters. Percolaters. Waffle Irons. Floor Polishers. Vacuum Cleaners. Washers. Fans (all). Health Lamps. Incandescent Lamps. Floor and Table Lamps. Electric Clocks. Radios. Total	4,729 9,901 166 5,039 6,441 983 26,289 406,016 1,712 665	17, 449 8,211 3,451 5,856 5,048 5,522 2,136 9,191 431,355 1,573 205 490,962	+ 2 - 7 - 27 - 41 + 54 - 14 + 117 - 65 + 2 - 136 + 876 + 0.4	56,521 63,862 50,471 100,213 2,158 268,259 702,822 19,327 35,444 120,189 18,494 11,408 2,969	58,782 51,188 36,447 55,480 3,991 265,640 579,542 16,949 19,081 113,695 9,999 32,179 28,859 1,271, 832	+ 3 - 19 - 28 - 44 + 85 - 18 - 12 - 46 - 45 + 4870 + 12	103* 80 75 70 2 75 65 40 65	10 5 4 2 1 4 15 0.5 0.2 	100 58 42 34 1 50 45 2 4 82.5	8 6 8 8 5 11 10 8 6 7 3 4 4 2 86	3533000031352331	
Grand total merchandise figures of con Irons Toasters Percolaters Waffle Irons Floor Polihers Vacuum Cleaners Washers Fans (all) Health Lamps Incandescent Lamps Floor and Table Lamps Electric Clocks Radios Total	279,483 81,135 48,855 58,936 1,155 79,592 66,468 29,831 8,168,912 60,898 6,798 24,790	porting for 274,366 76,950 49,681 59,797 1,374 69,310 64,101 64,101 40,380 11,045 8,190,959 55,960 27,771 33,910 8,956,004	appliances - 2 - 5 + 2 + 19 - 13 - 3 + 27 - 64 + 0 2 - 8 + 308 + 37 - 0.2	1,207,693 500,486 470,786 596,245 47,054 3,937,542 7,278,290 582,402 431,427 2,185,851 856,237 144,427 2,856,846	1,215,164 478,545 456,818 559,346 58,808 3,341,481 7,322,815 619,536 111,540 2,354,308 752,270 529,188 3,368,677 21,168,196	- 1 - 4 - 3 - 4 - 25 - 15 + 1 + 6 - 74 + 8 - 12 + 266 + 18 + 0.3	103* 90 90 70 10 88 90 60 5 100 20 75	0.3 0.2 .006 .08 .07 .012 .003 0009 80 0.03	67.5 80 57.5 45.5 1.7 45.5 31.5 11.7 04 90 77.5 4 48.2	65 61 59 60 22 78 74 77 40 31 52 34	16 22 19 18 6 6 8 22 29 37 26 11	

Total merchandise revenue of companies reporting†

^{49,126,980}

^{*}Indicates some customers have more than one device. †Includes ranges, water heaters, refrigerators, ironers and other devices not listed.

Figures in "Yes" and "No" columns indicate number of companies reporting information.

	N.F	N.E.		M.A.		S.E.		E.N.C.		I.C.	S.W.		Mt.&	Pa	c. U	.S.	
	Yes !	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Advertised prices include installa-																	
tion	13.	1	7	2	9	1	13		11	1	10	1	6	2	69	8	
Installation Cost:																	
Absorbed by utility	12	8		13	2	10	8	9		13	5	13	6	9	39	74	
Charged to capital cost	5	7		7		6	2	7	1	8		9		7	8	51	
- Charged to sales expense	7	1		6	2	4	6	2	5	5	5	4	6	1	31	23	
Utility absorption of installation																	
extended to dealer sales	6	5		5	- 1	5	5	4	3	5		6	7	2	16	32.	
Sell at list	11	-1	9	0	11	0	14	0	*11	0	0	11	7	0	63	12	
Cost of installing ranges, dollars:																	
Maximum	75		5	8	6	0	50)	4	8.50) 4	5	6	0	2	15	
Minimum	40			7.50	3	0	20)	1	8.50	1	7		3.75		3.75	
Median	57	. 50	4	2.50	3	7.50	30)	3	0	3	0	3.	5	3	5	
Cost of installing water heaters,																	
dollars:																	
Maximum	55		4	0	5	0	3.	5	4	0		5	4	5	5	55	
Minimum	20			3	1	0	20)	1	2	5			6		3 -	
Median	31		2	3	2	9	27	7.50	0 2	4	2	0	1:	5	2	4	

*One company sells water heaters at cut prices.

N POLICIES which affect relations with the retail trade, this survey reveals much of importance. On ranges, for instance, 63 of the 75 companies reporting sold at list prices; 16 out of 48 companies absorbed installation costs on ranges and extended this same advantage to dealers; 63 out of 76 companies engaged contractors to install ranges and water heaters; 33 out of 41 paid contractors cost and profit; 23 out of 69 carried installment accounts for dealers; 48 out of 66 making special terms during campaigns extended the same terms to participating dealers.

None of the 49 companies answering the question reported a bonus to the dealer on sales based on energy revenue. However, 25 out of 67 companies reporting stated that commissions were paid to dealers for merchandise sales made for the companies. This practice is more common in New England than in any other section, where also the maximum commission was highest-25 per cent.

Not much that is new is shown on the cost of installation of ranges. The maximum cost was \$75, and occurs in New England; the minimum in New England

was also high—\$40. The minimum for the country comes from the Mountain and Pacific region, \$3.75. This was reported in good faith, but is so low as to seem out of all reason. One Middle Atlantic company also reports an extremely low installation cost—\$7.50. The Southwest, where probably the lowest average cost in range wiring has been achieved, reports a minimum of \$17. Water heater installation costs seem entirely too high. It may be assumed that these installation costs of \$55 maximum and \$25 minimum are due to pro-rating the expense of range and water heater installations, since a house already wired for a range requires little additional wiring for a water heater and sales of water heaters are made usually in homes where a range is already installed or is sold and installed together with a range.

The practices of power companies

in the amount of down payment asked and length of term on installment sales has also had its effect on trade relation. The figures (not shown here) summarizing the installment payment practices on major devices reveal a great variety of practices, and would indicate that there is an opportunity for the commercial section to formulate a standard practice in down payments and terms developed perhaps to harmonize with the terms and practices of manufacturers and finance companies. Ten per cent seems to be the popular maximum for down payment, although higher requirements are reported in some sections. Eighteen months is the most

common term for ranges and water heaters; 24 months for refrigerators. However, there are too many exceptions to accept any figure as average practice.

The table on the opposite page shows installment practice on small appliances. In all regions a large proportion of companies allow installment payments on small appliances-irons, toasters, percolators and other devices. It is somewhat surprising, even, to find that 31 out of the 68 companies state that installment payments on incandescent lamps are permitted. On the other hand, the number of the companies reporting that they do not sell small appliances on installments, might indicate that this practice is less common than in former years, since only a few years ago practically all companies were selling irons on the installment plan.

Servicing practices also sometimes affect the relation between the power company and its dealers. The questionnaires received report servicing practice on ranges, water heaters, refrigerators and ironers. The table (not reproduced here) shows, as with the timepayment practices, a great variety of practice.

(Please turn to Page 98)

Figures in "Yes" and "No" columns indicate number of companies reporting.

	N.	E.	M.	A.	S.I	Ξ.	E.N	.C.	W.N	.C.	S.W	7.	Mt.&	Pac.	U.	S.
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Contractors engaged to install ranges and water heaters	12	3	6	2	11	0	12	2	8	3	9	1	5	2	63	13
Pay contractor cost and profit	4	1	2	1	6	2	8	0	4	0	6	3	3	- 1	33	8
Pay contractor flat rate	7	0	5	1	6	0	8	- 1	4	0	5	3	3	2	38	7
Installation costs charged on bills	6	5	6	2	8	3	9	3	0	0	4	2	6	2	49	17
Carry installment accounts for																
dealers	2	11	4	5	- 1	9	6	8	6	0	3	6	- 1	7	23	46
Carry installment accounts on same terms as utility sales	2	3	4	1	1	1	3	3	6	0	2	3	1	3	19	14
Dealers are financially able to par-																
ticipate in utility special term campaigns	9	3	6	1	3	4	12	3	5	4	7	3	6	0	48	18
Dealers given discount if purchase																
from utility stock		- 1	7	1	9	1	13	2	9	1	7	2	4	0	63	8
Marked success in decreasing in- adequate wiring	9	3	7	2	9	1			5	3	6	3	7		43	12
Bonus to dealers on sales, based											0	9	0	4		40
on energy revenue	0	10	0	4	0	9	0	1	0	4	U	9	U	0	0	10
Commissions to dealers for sales:																
Number of companies reporting.	7	5	4	3	3	8	5	8	2	6	- 1	8	3	4	25	42
Maximum, per cent		25	1	20	2	25	1	0	2	0	1.	5	2	0.	2	5
Minimum per cent		10	1	0		5	1	0	1	0	1	0	1	0		5
Median, per cent		15	1	2.50	0 1	0	1	0	- 1	2			1	3	12	.25

Goast Cooperation



VERNE H. MOON

Merchandise Mgr., Pacific

Power & Light Company,

Portland, Ore.

NTEREST on the Pacific Coast continues to be focused on matters of interindustry cooperation. In southern California a second experiment in cooperation rivals in interest that at Long Beach which is still going on, while the northern section of the state has adopted a through-thedealer plan which calls for the cooperation of all power company employees. In the Pacific Northwest one company is experimenting with an allowance for range wiring extension, while problems of rented wiring installations, assistance in financing time payment sales and questions of salesmen's compensation are much to the fore.

The San Joaquin Light and Power Corporation continues its policy of selling so far as possible through

dealer channels, while still maintaining its company stores in Fresno and Bakersfield, with an active field selling force serving the interests of both dealers and central station. The distinctive feature of this plan is the compensation of salesmen on the basis of kilowatt load added to the company's lines. The past year has seen an



H. H. COURTRIGHT

President, Valley Electrical Supply
Company, Fresno, Calif.



VICTOR W. HARTLEY Asst. Managing Dir., Pacific Coast Electrical Bureau, San Francisco, Calif.

A Swift Summary of

Dealer-Power Com

The Past Year In

increase in cooperative advertising, both newspaper and billboard, on the part of the power company to meet the business depression in this hard hit agricultural district as well as the competition of natural gas, in response to which a constantly rising curve of sales is reported. Refrigeration has made up for the losses in other classes of business, with the result that the power company reports an increase of 81 kw.-hr. per domestic meter for the past year and has

good hopes of touching the thousand mark at the end of 1931.

A not dissimilar principle underlies the recently adopted merchandising set-up of the Pacific Gas and Electric Company. This central station is not active in the small appliance field, but merchandises ranges and air and water heaters. Since the first of the year, salesmen have received commissions on all dealer sales in their territory as well as on those made through power company channels and prospect tips are turned in by power company employees on appliances not carried by the company to be turned over to cooperating dealers. The plan is reported as working satisfactorily with sales up to quota. Whereas last year 60 per cent of heavy duty



L. W. BRAINARD Sales Manager, Idaho Power Company, Boise, Idaho



K. I. DAZEY

Managing Director, Pacific

Coast Electrical Bureau

to Date

Developments Affecting pany Relations During
The Western States

appliances were sold through power company channels, this year the figure has been reduced to 30 per cent, the remaining 70 per cent being sold by dealers in this

In October, 1930, the electrical industry was interested to hear of the "Long Beach experiment" which was being tried out in southern California as a test of the possibilities of exclusive dealer merchandising. Here, in response to the direct request of the electrical dealers, the power company withdrew from major appliance selling in the field for the period of 15 months, or until Dec. 31, 1931, leaving the territory entirely to the The local merchants accepted the challenge, increased their sales forces, undertook additional advertising and promised to show what might be done by retail interests unsupported. The power company has remained what is acknowledged to be a fair and friendly spectator, cooperating through support of cooperative advertising and in the display of appliances in the district offices, prospects being turned over to dealers.

The results of this test must not, however, be taken too seriously. In advance it might have been foreseen that no conclusive results would be attained and that there were too many unpredictable elements in the situation to trust conclusions which might be drawn from the outcome. Briefly it may be stated that thus far the dealers have fallen far below expected quotas, but that there are half a dozen excellent reasons which may be



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J. C. PLANKINTON
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CLYDE CHAMBLIN
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Electrag.s.s International,
San Francisco, Cal.



W. L. FROST

Vice-President and Gen.
Commercial Manager, Southern California Edison Co.,
Los Angeles, Calif.

By C. Grunsky



FRANK CONNOLLY
Executive Secretary, California Electragists Association, Los Angeles, Calif.

furnished why this was to be expected under the particular circumstances, not the least of them being the serious depression in the oil industry which had been back of local prosperity and buying power.

What has come most clearly out of the situation is a realization of the need for further promotional work in the selling of the electric range. In particular the merchants of Long Beach point out that, in order to succeed, they are in need of at least as much cooperation from the manufacturer and distri-

butor, in the shape of advertising, demonstrations, cooking schools and the training of salespeople, as is accorded the power company selling ranges. They state that the margin of profit possible in handling ranges under present price and discount schedules is not sufficient to warrant the necessary promotion required. To meet this complaint several of the range manufacturers have increased discounts to around 40 per cent, but this is still felt to be too low. Gross profits on gas ranges still exceed those on electric equipment by 58 per cent, which

inclines hardware and home furnishing stores to press gas sales. There are, of course, other elements as well in the history of electric range and water heater selling, such as trade-in allowances and flat price installation charges, which make it difficult for the dealer to pick up the activity following power company promotion and these must be considered in judging results. The experiment has many aspects which are illuminating to power company, dealer and manufacturer, but its outcome, whatever it may be, will prove nothing conclusive.

In another section of its territory, the Southern California Edison Company has initiated still another experiment within recent months. In the San Joaquin district, which comprises Porterville, Tulare and Visalia and their surrounding areas, a cooperative program has been put into effect involving concessions both on the part of the Edison company and on the part of the twenty-five dealers who will participate. The agreement provides that the Southern California Edison Company

1. Withdraw its staff of commissioned merchandise sales specialists from the territory in which the program is operative.

2. Maintain one or more salaried sales supervisors duties will be to contact dealers and coordinate all merchandise plans. These sales supervisors will assist in training dealer salesmen and will offer helpful sales suggestions. They will aid in planning and carrying out special sales campaigns. They will assist in developing air-heating business and will write specifications on wiring layout for air-heating installations. They will handle for dealers prospects they may have for heavy duty hotel and restaurant equipment. The supervisor's services will be available to all dealers participating in the plan.

3. Discontinue sales to the public of all electrical appliances except convenience outlet appliances and lamps. The company reserves the right to sell to its own employees for their personal use all types of appliances. In the matter of small appliances,

the company intends only to maintain displays and will not put forth any special effort to make sales.

4. Permit dealers to use the floor space of its offices for dis-

play purposes.

5. Continue its present policy of promotional newspaper advertising and publicity. All advertising will be designed to stimulate sales. The company advertising will make proper mention of the cooperative dealers. The company hopes that dealers and manufacturers will also participate in the sales promotional activities with effective and adequate advertising.

6. Provide at its expense the services of a home economist, thoroughly trained and capable of demonstrating and instructing in the use of electrical ranges. The home economist's services

will be available to any dealer.

7. Maintain its present servicing policy.
8. Assist in the promotion of Red Seal wiring plans as advocated by the Pacific Coast Electrical Bureau. The company's lighting and power specialists will cooperate actively with dealers in helping develop prospects for Red Seal wiring.

The dealers participating in the program, on the other hand, undertake to:

1. Individually and collectively assume responsibility for meeting the following quotas:

Electric refrigerators Electric air heating..... Commercial cooking and heating.......160 hp

2. Place in the field salesmen properly instructed and trained to sell ranges, water heaters, refrigerators, washers, ironers and air heating and heavy-duty hotel and restaurant equipment.

3. Promote aggressively Red Seal wiring in all new houses contacted and, following the wiring, promote the sale of electrical appliances

4. Recognize the advisability of reasonable wiring installation

5. Conduct a place of business, regularly exhibit a recognized standard line of heavy-duty appliances, such as ranges, water heaters, air heaters, refrigerators and other appliances. Dealers also will have on display convenience outlet appliances inventorying at cost, approximately \$250.
6. Promote the sale of electric ranges, water heaters, air

heaters and refrigerators in preference to appliances using some

service other than electricity in their operation.

In carrying out the plan it is contemplated that a committee will supervise the details of its operation. This committee will consist of one dealer from each of the three districts involved and two members appointed by the Edison company.

It is specified that the display of ranges and refrigerators maintained by the dealers shall consist of what manufacturers and jobbers would consider an appropriate range of models, but in any case not less than three.

In all other parts of its territory the Southern California Edison Company has adopted a cooperative schedule which is designed to permit dealers to compete on equal terms by granting a trade-in allowance on dealer sales for old ranges actually in use by the customer at the time of the sale and by making up to the dealer the difference between the flat charge of \$40 for wiring made by the Edison company and the higher cost in communities where average installation costs are above this figure. Specific rulings governing salesmen protect the contractor-dealer reporting a Red Seal job. In addition, the company offers the services of its home service department and its experts in lighting and industrial heating to all dealers who can make use of them.

HE Washington Water Power Company, after trying out an allowance for range wiring with great success in a single campaign last year, this year has repeated its offer in another similar drive now going on. The campaign was entered into after a conference with all the recognized range dealers in the company's territory and with the agreement that the power company shall pay the dealer approximately five-eighths of the wiring cost where ranges sold by him have to be wired. reported that as a result of this cooperation the dealers are selling more ranges than they have ever sold before.

The Idaho Power Company has for some time been including dealer sales in its range quotas and in figuring the compensation of salesmen. This policy has proved to be so successful that it has been extended this year to

refrigerators as well.

An extension of its program of dealer cooperation has recently been announced by the Pacific Power and Light Company, of Portland. The present set-up includes all makes of ranges and water heaters. In addition to granting equal compensation to salesmen for dealer or power company sales and protecting the dealer in his prospects, assistance is offered to dealers in financing time pay-Under the present arrangement, district managers are authorized to purchase from electrical dealers contracts for installment sales of electric range or water heater installations where the credit rating of the buyers and the credit terms are regarded as sound.

As a special inducement to encourage the sale of water heaters, the dealer is offered the opportunity of selling heaters on the same terms as the company. For the standard installation consisting of a flat rate installation plus a booster heater, which is sold at \$89 installed, the dealer may obtain the material and equipment from the power company at \$60 if he does his own installing, or at \$69 if the power company installs it. Other types of water heater may be sold by the dealer on his own terms if desired on a similar cooperative basis as is offered for range sales.

It is plain that on the Pacific Coast, as elsewhere, each power company has found its own solution to its individual problems of interindustry relationships, but the very diversity of these experiments in cooperation

make them worth watching.



URING the early part of last summer Walter J. Conlon, president, Conlon Corp., Chicago, visiting his Northwest Division Sales manager, Lee O. Cox touched on the subject of the time required to cover the states of Washington, Oregon, Idaho, Montana. Ninety days were required by Cox to contact the 150 dealers in his territory by train, automobile. Disturbed was Conlon by the situation. Reason: At a time when dealers spread their selling attention over many lines, many products, the oftener the dealer can be contacted the more concentrated will be his attention on the specific line. Said President Conlon:

"Why don't you use an airplane? I'll go fifty-fifty in the purchase price, you learn to fly and see what happens. Expenses as usual."

"Done," said Cox.

In 19 days from the time he took his first lesson he made his first solo flight, 16 days later was granted his pilot's license. Now the airplane is used all the time to cover the territory. According to Cox he makes the rounds of his dealers in just one third the time—30 days



A Plane That
Trebled Dealer Contacts,
Doubled Sales

—formerly required, has doubled the volume of his business over the same period for the year previous.

Trebling dealer contacts, he says, has definitely increased sales, while the publicity attached to the swifter mode of travel has brought attention, goodwill.

To President Conlon, interested in seeing washers, ironers sold in increasing numbers, the advantages have a more direct, fundamental appeal.

"A good rule for the salesmen to follow," he said, "is, 'Don't write, don't telephone; go and see them'. The salesman with a couple of sparsely settled states to cover can't possibly contact his dealers as much as he should if he travels by train or automobile. The airplane is definitely destined to be a wonderful boon to the salesman servicing extended territories."

More planes are to be bought, more salesmen equipped, he said. In the meantime, Tom Conlon, 19-year-old son, has also acquired a pilot's license, is assisting Lee Cox. Together recently, they demonstrated the value of a plane where speed is essential. An official of the Montana Power Company at Butte wanted to deliver a washer to an oil camp located at Glendive, Montana, a couple of mountain ranges away. The president of the oil company wanted it.

Young Conlon and Cox wagered they would get the washer there in two hours. The message was transmitted to the oil man at the other end, the agreement made that he would pay double for the washer if they succeeded, nothing if they failed. Into the Waco plane went the two, with a washer into the clouds, dropped suddenly on the oil camp with one of the fastest deliveries ever made in the experience of the surprised customer.

He paid double.

PARALLEL

In the five years from 1909 to 1914 when vacuum cleaners were first introduced to the public, sales reached the 25,000 unit mark for the year. From 1914 to 1918 they shot up sharply to 350,000 and in the next two years to over 900,000. On the market something over five years, domestic electric floor machine business exhibits fairly similar potentialities. In 1928 unit sales were 59,000, in 1929, 53,000. Only the marked depression of 1930 carried the unit sales figure down to 32,000. In the accompanying article, Mr. Alberts feels that floor machine business, due to lack of saturation, absence of competition, offers the same opportunity for vigorous promotion.

The Editors

Where Vacuum Cleaners Were



Illustration courtesy the Hoover Company

15 YEARS AGO

To C. E. Alberts, Syracuse radio dealer, electrical floor machine business represents an appealing combination of immediate profits with a minimum of selling expense.



One of the striking things brought out in floor machine selling, according to Alberts, is the fact that women have no realization of what they will do. To them a floor machine means some kind of a mop that polishes the floor after wax has been rubbed in by hand. A demonstration in the home, he says, is so impressive that 80 per cent result in sales.

HE electric floor machine business is at practically the same place to day as the vacuum cleaner business was fifteen years ago."

To C. E. Alberts, radio dealer, 517 Erie Boulevard, Syracuse, N. Y., that statement represents two things: First, an opportunity which may be translated into immediate profits; second, a new business that is helping maintain volume in the face of declining radio sales. On the look out for new equipment, Alberts took on the electric floor machine as the most promising device to carry into a market where saturation, competition on other electrical equipment had reached a fairly high point. From a straight radio dealer, who in 1929 sold some 300 sets, he is finding that the floor machine is rapidly assuming a place of major importance in his operation.

operation.

"We are genuinely enthusiastic about the possibilities of floor machines," he said. "Skeptical at first, when we took them on (Floorola) about a year ago, we feel now there is no limit to the business that we can do on this particular appliance.

"Let's get the right slant on the situation. We have been selling radio now for a number of years, and have built up, through good service policy, a customer list that we can depend on. There are some thirty radio dealers in the city of Syracuse. The population, roughly, is

C. E. ALBERTS
believes he'll sell more than 100 electric
floor machines this year

around 200,000. Saturation too has reached a point that we estimate at 65 per cent—pretty high for any community. Naturally, competition has become unpleasantly keen. But we found that with the floor machine we had taken on a device in which there is no saturation to bother with, and in which competition is practically non-existent. As a matter of fact, too much to suit our taste. We feel that one or two more active dealers in the territory selling floor machines would help us to get the story over even more effectively. But for quick turnover and relatively easy selling, compared to the amount of expense and work necessary, the floor machine has been a wonderful discovery."

Since taking them on, less than a year ago, Alberts has sold about 40 floor machines. As this particular

machine retails for \$78.50, and there is a good selling margin to the dealer, it is not difficult to see that to the small retail operation the business has proved itself worthwhile. Furthermore, according to Alberts, about 75 per cent of his sales have been on the time payment basis, which with the carrying charges, means that the sale price is boosted to about \$85. The margin for selling effort, then is ample.

Wax a Repeat Business

"Not unimportant," he said, "is the fact that with the sale of every floor machine comes a nice repeat business on the wax." This particular model of machine uses its own special wax, which comes in small cylindrical cans. They are sold by the dozen, which constitutes approximately one month's supply. Selling for \$2.50 a dozen, the dealer gets \$1.00, which as Alberts pointed out, as the number of users increases, means a constantly increasing repeat business not unlike tube renewal business in radio selling.

"We have an ideal set up for getting floor machine business," said Alberts. "One salesman works outside on a 15 per cent commission basis. The rest of the selling and servicing job is done by myself and two others who work with me on a basis of a proportional split in the gross profits made by the business. In other words, we are all interested in two things: seeing how much business we can get, and seeing how little it costs

us to get that business.

"Floor machines were a life saver to us in 1930. You will remember, 1929 was a boom year in radio. We sold more than 300 sets that year—mostly, of course, on the time payment basis. When sales dropped so rapidly in 1930, we, like many other dealers, found that our radio activity consisted mainly in trying to get the money on sets sold a year before. We carried something like \$20,000 in time payment contracts over into 1930. Our radio sales that year fell off to about 125 units, which together with a collection problem inherited from the year previous, made new business of even greater relative importance. That was where floor machines came in.

Factory Leads Develop Customers

"HERE'S a point I want to stress to those interested in this business of selling floor machines. We did practically no door to door canvassing, and the major part of our business comes from lists supplied by the factory or from a telephone canvass which we use every day. The most important thing probably is the telephone canvass. The other day in 20 calls, Paul Jones, my partner here, got 8 demonstrations—and eight demonstrations in floor machine business almost always means completed sales.

"That is the funny thing about this business, women actually do not know what the floor machine will do. We find time and time again that after getting into the home and resurfacing a small portion of one of her floors, it is a rare instance that the customer is still

unimpressed.

"One reason for that, of course, is the fact that we have a machine that does practically all the operations.

It scrapes and sands the floor, it applies the wax and it polishes it to a high-degree,—all with practically no effort on the part of the housewife. When you mention floor machines to most women, they immediately think of a light polishing machine which has to be rubbed back and forth on the floor, after the wax has been applied by the old hand method. This particular machine we sell has two brushes, which revolve in opposite directions toward each other, and which have a tendency to carry the brush forward without any physical propulsion on the part of the housewife."

Alberts selling methods are fairly simple. First a letter goes out to the customer apprising them of the fact that an allustrated booklet on floor machines is being sent them on the proper care of floors. A short interval after the booklet has been mailed to the customer they are then contacted by phone, and as above stated, a large proportion of demonstrations come from these phone calls. The business, Mr. Alberts pointed out, is not confined to domestic possibilities alone. He has sold machines to country clubs, to hospitals, apartment houses and local civic organizations. In many cases the domestic model was found adequate for the job.

Getting In to the Customer

"O NE of the difficulties we have," Mr. Alberts commented, "is in getting into some of the wealthier homes in the city. It is a problem you have on any specialty selling operation, where reaching the home owner is the important thing. There are a number of ways to get around the problem. Newspaper advertising, we have found, is of almost no use whatsoever. It is so much wasted money, because it is never read by the people we want to reach. Broadcasting too, we tried and found apparently ineffective. Another case of reach-

ing the wrong people.

"One method we have found brings in a good deal of business. In several of the industrial plants around Syracuse, such as the Syracuse Washing Machine Company, the L. C. Smith-Corona Typewriter Company, the Franklin Motor Company and the Syracuse Journal, we have one or two workers lined up to do odd selling jobs for us on a small commission basis. In many instances they are men to whom we have sold radio sets and who know the financial position of their fellow workers. Being on a friendly basis with them, they are in a position not only to turn over leads to us, but to actually sell."

The next most interesting thing in regard to Alberts' operation—and significant from the standpoint of any small business—is the fact that they have learned how to control costs. Formerly operating a store in the downtown district where they paid \$375 a month for rent, they moved out to a small modern store in the outskirts of the city where their rent is only \$62.50. Their advertising costs are practically non-existant. They do not even maintain a delivery truck—preferring instead to pay seventy-five cents to a delivery company when a radio set or floor machine is sold. With three members in the firm, and one outside salesman, their salary costs, too, are practically non-existant.

In 1929, Alberts said, this policy of cost control enabled them to realize 16 per cent net on their business exclusive of the manager's own share in the profits earned.

radio

MERCURIC MUSIC

The Thyratron Tube Becomes an Organ

BETTY LEE TAYLOR, organist at a Schenectady theater, set in front of the large, complicated-appearing keyboard of the theater organ. She was sitting with her back to the audience, as "Parade of the was her custom. "Parade of the Wooden Soldiers" was the piece she was playing; with some parts loud and with the "brass" effect, and with other parts in the pure, deep, full tones of the true organ.

She stood up, turned around, and faced the audience. The music continued. From the balcony, the beam of the spot-light shot down to the orchestra pit, and showed Miss Taylor holding a toy piano in the crook of her left arm while she played the little instrument with her right hand.

The curtains on the stage parted, revealing a small, opened box resting on a pedestal. Within the box eight small tubes gleamed with the pale blue light that is characteristic of mercury. From the box, a pair of wires led to the toy piano held by Miss Taylor, and another cable led to the theater's loud speaker. The toy piano had been made part of a vacuum-tube organ.

Near the loud speaker stood a radio microphone. It was carrying the program from Proctor's RKO Theater to Station WGY, from where it was broadcast to the radio audience.

The Thyratron tube organ had been built by engineers of the vacuum tube engineering department of the General Electric Company, not as a toy and not as a substitute for organ pipes, but to show in one more way the remarkable versatility of this new member of the vacuum tube family.

One of the peculiar characteristics of the Thyratron tube is that, with directcurrent input, alternating-current output through a wide range of frequency can be obtained, according to the capacitance and resistance used in the In the toy organ, eight circuit. Thyratron tubes are made to produce eight different alternating-current frequencies, related to each other as are the notes in the octave of the major scale in music. Fixed capacitance is used, and the different notes obtained by using different resistances. Rheostat knobs in each tube circuit make it possible to keep the notes accurately in tune. While only eight notes are used in this toy piano, the half-notes could be included, as well as added octaves, by incorporating an additional tube circuit for each additional note. The



ORGANIST TAYLOR The audience didn't know they were listening to a toy

rent for the necessary plate voltage is supplied to the equipment through an external rectifier.

Each Thyratron tube is operated continuously while the "organ" is in use. A connection is made from the plate, or output circuit, of each tube to the keyboard of the toy piano. When depressed, the keys close contacts so that single notes or chords may be obtained from the loud speaker in series with the keys.

Both the volume and the tone may be varied by controls that have been placed on top of the toy piano. Across the loud speaker there are a potentiometer and a variable capacitor. The potentiometer is used for volume control; and the variable capacitance for tone control, with both wood-wind and brass effects available. Since the controls are incorporated in the toy piano, it is possible to use the "organ" at a distance from the Thyratron tube unit through a length of cable.

RCA EARNINGS

TOTAL gross income of \$24,843,-A 371 and net income of \$1,566,519 for the Radio Corporation of America and its subsidiaries for the first quarter of the year 1931 were announced recently by David Sarnoff, President.

The statement disclosed earnings of \$263,647 in excess of dividend requirements on the preferred stocks. Preferred stock dividends totalled \$1,302,871.

ERROR

IN THE May issue of ELECTRICAL MERCHANDISING, an article on the appliance department of R. H. White & headed across the Atlantic. circuit used is known as the "single Thyratron tube inverter." Direct curappliance department of R. H. White &

Company, Boston, contained the following statement:

'Houghton & Dutton, the oldest department store in Boston, reported also to be the oldest in the country, recently went into a receivership. Business was done on a purely price basis.

Curiously, their greatest competitors on price was Raymond's. . . . Accustomed to buying complete lots, in many cases complete stores, Raymond's took over Houghton & Dutton stock."

We wish to correct the latter part of the quotation, to the effect that Raymond's had taken over Houghton & Dutton stock. This statement is mistaken and is not the fact. Our thanks to Erving P. Morse, Receiver, Houghton & Dutton Company, for bringing the matter to our attention.

RECORD-BREAKING KHILO

READY at any time now is Miss Ruth Nichols to make the first solo flight across the Atlantic ever attempted by a woman. For the attempt, Miss Nichols will use the Crosley radio plane, Station KHILO (see cut) with which she has already set a women's speed mark of 210 miles an hour.

To Miss Nichols' credit also is the women's altitude mark of 28,743 feet, established March 6 in the same plane and the coast-to-coast record for women of 13 hours, 21 minutes.

The Crosley plane is equipped with a 150-pound transmitter, has broadcast over many a city.



AVIATRIX NICHOLS

refrigeration

CAMDEN'S TOPPER E. S. ALLEN

CAMDEN, N. J., is not one of your fast-growing, free-spending cities. Its 117,172 inhabitants number only 863 more than in 1920. It is not a town of wealthy people. Many Camden merchants openly complain that the great Delaware river bridge that now links the city to Philadelphia merely serves to carry trade away to the latter metropolis.

In this grey New Jersey city, Edmund S. Allen started to sell electric refrigerators (G.E.) in July, 1927. He had just turned from the automobile business, where he had made several hundred customer-friends. Then, with little ado or publicity, he kept calling back on these acquaintances.

In 1928, his sales topped \$36,000; in 1929, they jumped to \$80,000, and in 1930, just by way of nose-thumbing Old Man Depression, sales climbed to \$110,000.

The key to this growth is concentration. Allen's sales efforts are selective, rather than extensive.

Mr. Allen now has the names of about 1000 customers on his books. He and his salesmen keep calling back on these customers, in many cases as often as once a month, to make sure that they are satisfied, and to secure the names of friends who might want to buy. Scores of "chain sales" are made.

Allen recalls one sale that was particularly hard to close. The prospect was a pretty hard buyer. Each sales point was reiterated and emphasized. The prospect merely leaned back against the mantel. Allen wove into his talk the names of a dozen users in the community. The name of an elderly woman, widely respected as a careful buyer, came up. Said the prospect: "Well, if she says she likes it, that's enough for me."

Said Mr. Allen: "Call her on the telephone now." The order was soon signed.

Comment by Mr. Allen: "I never would have made that sale if I hadn't sold that old lady in the first place. This lady, in turn, had purchased through the recommendation of a neighbor." Concentration of effort here eventually led to the sale of three electric refrigerators.

In every community there are individuals whose word counts. Mr. Allen cultivates such individuals. Many of them are what he calls "Key Men," employed in offices or factories, and well acquainted with scores of home-owners. In the Victor-R.C.A. plant, in city hall offices, schools and factories are these key men who cheerfully volunteer news of their friends' prospectibility.

"Friendships bring us scores of sales," says Mr. Allen. "I don't buy leads. Make a man proud of the appliance he owns and he'll tell all his friends about it.



E. S. ALLEN

He has found the secret of competing with
Quaker City. Last year he did \$110,000
volume.

"City and government employees are particularly desirable as customers. First of all, they have steady, assured incomes and may be depended on to pay their bills. Besides, they have a large circle of friends, and their enthusiastic ownership becomes advertising of the highest value."

The principle of selectivity applies even to Allen's location. His store is in the Walt Whitman hotel, six blocks from Camden's shopping district

from Camden's shopping district.

Here is how Mr. Allen explains that:
"Many of our prospective customers do not live in Camden, and would not readily identify an ordinary address. But everybody for miles around know where the Walt Whitman hotel is, since they must pass it to cross the bridge to Philadelphia.

"Besides, many civic organizations have their luncheon meetings here, and members can enter our store directly from the lobby, and they're the kind of people we do business with. So, while not many shoppers pass our store, they all know where it is.

"As we get most of our leads directly through customers, the preliminary sales work is done outside the store, and the model is selected at the store.

"We do not resort to cold canvass, although this may work out very well for some dealers. However, we know that you have to go out where the business is, if you want to get it. Waiting in a show room doesn't work out these days."

In order to develop still further the idea of "using the user," Allen introduced other types of electrical merchandise just before Christmas, including mantel, wall and floor clocks; washers; cleaners; percolator sets; irons; toasters; sun lamps and radio. Sales of these added items are progressing nicely, he

says, although little special effort has been put behind them so far.

The store mailed a mimeographed letter to its 1,000 customers early in December, inviting them to visit the show room before Christmas. This simply worded letter helped the store sell out all of its stock of smaller appliances.

Undoubtedly, the success of this letter was due to the fact that it went to a selected group of prospects, each of whom had been contacted personally.

Added weight attaches to Mr. Allen's experience because he is a well known member of G.E.'s Toppers Club, having been third high man in personal sales in 1929, and fifth high man in 1930.

Even in the shadow of a big city, selective selling pays.

6.6 REFRIGERATORS

EL PASO ELECTRIC COMPANY is at present engaged in a fourmonths' intensive load-building campaign, merchandising major appliances. At the conclusion of the first thirty days 66 refrigerators, 44 ranges had been sold. The sales policy adopted, featuring easy payments, low initial installment, is meeting good reception, has done much toward breaking down sales resistance. During the first quarter of 1931 kilowatt-hour sales of merchandise showed an increase of 14.1 per cent over the corresponding period last year. This record is especially noteworthy: in 1930 the company established its banner year for the sale of electrical merchandise. "If you can't win a prize—make the other fellow break the record."

TWO CAMPAIGNS

ACCORDING to J. S. Sayre, sales manager of the Kelvinator Corporation, two utility companies recently completed annual spring selling campaigns with brilliant records.

"The Southern Public Utilities Company, Charlotte, N. C., with branch offices at thirty-eight points in North Carolina, ran its campaign one month, with total sales reported from all points of 1,476 Kelvinators, exceeding the spring campaign of 1930 when 609 were sold, by more than 240 per cent," said Mr. Sayre. "And the Northern States Power Company with headquarters at Minneapolis and branch offices at eighteen points in Minnesota, Wisconsin and the Dakotas, closed a campaign running two months with an average of 203 per cent of quota. In the corresponding campaign of 1930, 1,247 were sold, 193 per cent of quota. This year sales mounted to 1,573 refrigerators, an appreciable gain. At every point sales ran from 110 to 275 per cent of quota.

refrigeration

B. O. R. SHOWMEN

W HAT can be done by a live radio dealer who sells electric refrigerators was demonstrated by B. O. R. Radio Co., Inc., Reading, Pa., during the Contractors' and Builders' Show held in that city the fore part of March. The show lasted one week and in this time B. O. R. Radio made 40 sales, including one commercial installation for \$1,500.

B. O. R. Radio Co. is said to sell about 40 per cent of the radios in Reading and in 1930 added electric refrigerators (Copeland).

The Contractors' and Builders' Show is an annual event in Reading. It is well planned, well advertised through the medium of billboards, newspapers. The attendance runs from 50,000 to 75,000.

Speaking of the success of B. O. R. Radio Co. at the show, H. A. Ollivierre, president, said: "When you are in a town with a population of slightly over 110,000 and you can bring your product before half of the people, it is worth some thoughtful planning. Two weeks before the show we broadcast over the local station. Following this, we mailed admission tickets to a great many of our clients. Each salesman was given a quantity of tickets to give to his prospects. Without tickets, the admission was ten cents.

"On each refrigerator we had a large price sign which could easily be read fifty feet away. We had three Copelands provided with sparkling, ice cold grape juice that we passed out free of charge. The visitors chatted as they drank, and many of them signed a contract.



THE WHOLE SHOW

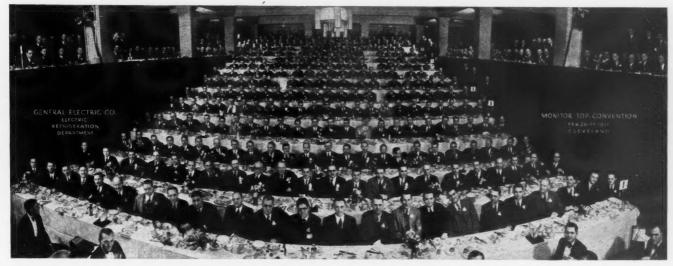
When Reading, Pa., held a Contractors' and Builders' Show, this radio firm went after the refrigeration business, made 40 sales in a week. Visitors at the show were given refrigerator-cooled grape juice.

SALESLADY

OVERLOOKED at times, apparently, are the feats of selling that have been accomplished by women.

We are called upon now to look upon the case of Mrs. Irene Stewart, saleslady in the refrigeration department of E. W. Edwards, department store, Syra-

cuse, N. Y. On a Saturday afternoon recently she sold five refrigerators (Copeland). Getting the signed order was only part of the story. Every refrigerator had to be installed, turning out ice-cubes, the following Monday. Mrs. Stewart can sell more than refrigerators. When she explained the situation to Mr. Wermuth, service man, the refrigerators were on the testing line at 7 p.m., in the homes of the customers Monday morning.



The convention of the distributors' salesmen of General Electric's Refrigeration Department at Cleveland is now history. But the picture above which percolated through after some delay deserves attention. As a seating arrangement which not only permits of ready identification, but allows the diners to absorb many an inspiring message during the course of their nourishment, we find it unique.

SHELVES

BY WALTER GIBBS, TENNESSEE

N analysis of merchandising inventory at least every An analysis of incidentalities in the three months is essential to any business if the operator is to systematically make an effort to earn a profit and not merely load the shelves with merchandise to be sold. The great evils in the path of the buyer in any business are the temptations to wander down the "byways of too many different lines."

PERCOLATORS	A	A	В	C	C	Ā	A	В	C	A	В	D	E					
Size	7	6	9	7	7	9	6	6	7	6	6	6				COMMUNICION		
Prinas \$	50	00	50	75	50	50	11	50	<u>50</u>	<u>50</u>	00	95	95					Month:
JAN. 128	-	.0	10	5	.0	1	1	1	0	0	10						16	166.75
FEB.		1		1					1		4	1					8	81.20
MAR.								1			5						6	50,50
APR.	33										5						5	40.00
MAY			24	-	1			1	-		8						10	88.00
JON.	-										6						6	48,00
JUL.					1		45				8						4	37,50
AUG.							1				- 5				183		6	51.00
SEP.								8		215	4						222	1891.00
OCT.			1	1			1		1		2						6	66.75
NOV.	1			1		1	-	1	5		7						14	140.75
DEC	5	1		8		5	1	25	1	1	50				1		95	971,50
On Hand	2		1	2		1	1	5	2	7	5	2	3				81	512.25 Year
Totals																		Total
· Totals by			0.3															
Prices	7	2	1	14	2	5	5	32	6	216	109	1				ts or		\$5684.9
A	235	\$21	18.00				1	OI	ES							and		\$ 512.2
В.	142	12	224.50															
С	22	2	284.50			Spec	ial c	eampa:	ign t	ms h	ald or	n \$8	.50					
D	1		7,95				eaber		-11	6			-					
E	0		.00															
Total	-	#	654.98	7														
Average each its	-		\$9.00															

Summarized history that helps buying inventory control and sales

It is essential that we find out from our actual sales records what merchandise items are the best sellers and approximately what our "turnover and profit" on this merchandise amounts to over a period of time. This information should be gathered in detail and not taken from memory or by a glance at stock on hand.

The subject of turnover has been greatly exaggerated in the minds of many merchandise operators and I am sure that in many cases it has defeated its purpose by unsystematic stock manipulation. Buying in small quantities in order to keep down the inventory in a great many cases will result in a shortage of stock at critical seasons, and when the demand is the greatest the stocks are in the poorest shape. It is impossible, even with records to refer to, to determine and estimate exactly the demand that will be made by the buying public. Tastes vary, money conditions fluctuate, the man who today buys a five dollar toaster next season may buy a \$20 waffle iron. The man who buys a \$200 electric range today next year may buy a \$500 electric refrigerator. If we could look at our records and see that last December we sold 200 waffle irons of various prices and know this December we would sell exactly the same or more, say 20%, the problem would be simple. If we could take averages over a period of 90 days or even longer and with a sliderule figure the demands over that same period of time, future date, that also would be simple.

The anticipation of demand in any merchandising business, a problem that I don't think small quantity buying will solve to any great extent, is extremely intangible and I rather like the idea of having sufficient stock in my business to take care of the customer's needs when the customer wants the merchandise. I believe that the loss of business and profit on lost sales due to shortage of stock are many times greater than the interest on the money invested in excess stock carried.

A system of sales record and with that a system of elimination in the merchandise stock is the first step that an operator should make in order to establish minimums and maximums and the standardization of lines to be

Turnover is having goods in stock for customer

demand . . . a sales record and inventory control system to aid buying.

PUBLIC SERVICE CO., KNOXVILLE, TENN.

sold. Local buying conditions, price range, past public preference for different lines manufactured and sold, in the business being studied will be the governing factors in working out this plan.

Too many merchandisers are carrying dead stock, or call it slow moving stock, which is not only taking up space and a part of the dollars and cents to be invested in that particular item but is also depreciating and costing the operator money for the privilege of looking at it on his shelves. My plan that will help eliminate this bunch of "white elephants" at least four times a year is what I will explain. Much slow moving stock is the result of odds and ends accumulated during special sales and this, with the merchandise we buy with the idea in mind that it would sell but didn't, is the merchandise which falls into the housecleanings.

MY analysis method of small and major appliances will reveal not only dead merchandise but will also show very vividly that there are many duplications of items by price (different manufacture) in each particular item of merchandise. In other words, there are different makes of ten dollar waffle irons, etc. One of these items is without doubt the best from a sales standpoint and I believe that the concentration should be made on that one.

Taking as an example, in order to explain this system of stock control, I will use percolators as my subject with manufacturers designated by the letters A, B, C, D, E. Prices are shown as merchandise is actually marked. (The figures used are in ratio to some sales results studied.)

The analysis chart shows percolator sales twelve months to date January to January. A crossview of the chart shows sales by months in total units, also in dollars and cents. Vertically this chart shows the total units sold by size, price and manufacturer. Going into details of the sales results we find that manufacturer A not only has a total unit sale of approximately twice the nearest competitor but has also double the sales in dollars and

cents. The chart also shows that the campaign on item by manufacturer A totals double that of the nearest competitor by item. It is very obvious that manufacturers C, D and E should be eliminated entirely except for sample items and that the duplication of percolator "B" selling at \$8.00 should be eliminated in favor of percolator "A" selling for \$8.50, percolator "C" also eliminated Percolator "B" retailing for \$10.50 with a total of 32 units sold should be retained while percolator "A" retailing for \$11.00 with only three units sold should be entirely eliminated from stock. Inventory of "on hand" stock is shown with quick turnover estimate possible.

An average taken of all items sold shows that the unit average price was approximately \$9.00 which, as averages usually run, is approximately ten to fifteen per cent higher than the major portion of the unit sales.

This system of charting sales by sizes, price and items monthly, is not intended to be a complicated chart of figures but is worked out with the idea of simplifying and *speeding up* the work at hand. When applied to ranges and refrigerators it can be very helpful in the selection of stock to be carried where the unit price involves quite a bit more money than small appliances.

Right and left hand, white and semi-white and three and four unit ranges can be charted just as easily as six, seven and nine cup percolators as illustrated in the chart.

One of the most interesting things the chart reveals is the month that produces the greatest turnover of the item in question. This can be seen at a glance and quickly compared with any month's sales.

It is a very simple matter to plot each quarter the sales and quantity on hand thereby giving an accumulative record and a comparison of the past years business.

If I were beginning this system in any business and it was possible to secure the information I would certainly plot sales twelve months past for a working knowledge and help in planning for the future.

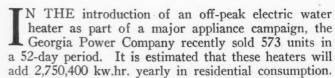
Margin, spread, net, turnover, all are meaningless until the merchant realizes the real importance of stock control, which after all is the control of his profit.

Completing

the



Merchandise Advertising Manager, Georgia Power Company



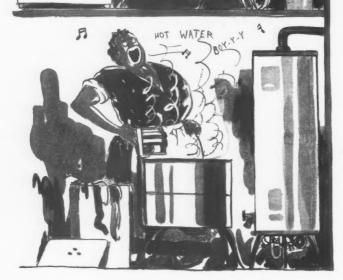
The activities of the Company in off-peak water heater promotion may be divided into four periods of time; (1) the test operation and sales campaign in its Brunswick District, serving 1,900 customers, beginning July first, 1930; 2) the formal announcement of applicability of the new rate to all territory served by the Company in November, 1930; (3) the educational sales and advertising program in January and February, 1931; (4) the concurrent water heater and range sale conducted from March 2 to April 25, 1931.

With the coming of natural gas to Georgia it became necessary for the Company to meet competition in the water heating field. The residential electric rate in effect since 1929 scaled down to as low as 2c. per kw.-hr. This lower bracket of the regular rate was not sufficiently low in price to permit the selling of electric water heaters in desirable quantities. There were 10,000 electric ranges on the lines in early 1930 and not more than 2,000 electric water heaters. This meant, of course, that many range customers were using gas for water heating only. It was believed that all of them had an aversion to paying two fuel bills each month. Some had remarked that if they had to have a gas water heater they might as well have had a gas range too. It was believed, further, that any plan of supplying hot water service electrically which would meet gas competition would not only fill a long felt want on the part of many electric range users, but also would be a great help in promoting range sales.

IT WAS the desire of the Georgia Power Company to construct a rate which would further the promotion of electric water heating by adequately meeting competitive fuel costs. Hot water service with natural gas at \$1.10 per MCF costs about 0.2c. per gallon. Since successful competition depended upon the cost of electric hot water service staying within competitive bounds, the cost of electric water heating was limited to 0.3c. per gallon, which did not permit the electric rate to be more than 1c. per kw.-hr. Service charges are excepted in the above costs of gas and electricity. Where the customer used an electric range and gas was used for water heating



00000



Service

Georgia Power Sells
WATER HEATERS
to Range Customers

573 Units Sold
in 52 days

only, the rate per MCF was above \$1.10 and placed an electric rate of 1c. per kw.-hr. in a more favorable com-

petitive position.

The decision to make the rate "off-peak" or "restricted" required two main considerations: first, the number of hours charging time necessary to furnish the customer an ample hot water supply; second, the number of hours charging time which the Company's distribution curve could absorb without the establishment of peak periods. Not the least in importance was consideration of the custimer's interest.

PRIOR to formal announcement of the new off-peak rate for water heating a four months' pre-testing campaign was conducted in the Brunswick District of the Georgia Power Company. This District, serving about 1,900 residential customers, was ideal for studying the effect of water heater operation on the distribution load because its electrical energy is generated and distributed from an isolated plant. During the trial period approximately thirty heaters were sold. Almost without exception the new heaters and the new rate gave complete customer satisfaction.

Although it was easy enough to estimate the maximum bill which customers' heaters might aggregate—due to the timing device which limited the number of hours and the wattage of the heating unit which permitted the use of a maximum number of kw.-hr-it was valuable to discover the kw.-hr. consumption of average families under actual operating conditions. It was found, for example, that a typical family of six people, in a home having one bath, using a 50-gal. heater, required an average of 465 kw.-hr. per month for four months to meet their requirements. Another typical family of two people, in a home having two baths, using a 50-gal. heater, required an average of 474 kw.-hr. per month to meet their hot water needs. The information gathered in Brunswick proved of especial assistance when the rate was made applicable to the entire Company system.

Advertising in Brunswick during the test period was confined exclusively to the direct-mail medium. No news-

paper announcements were made.

After careful study of statistical and graphic calculations, the charging time throughout the system was set at a maximum of 15 hours per day, divided into the following periods:

On	Off	No. Hours
8:00 p.m.	7:30 a.m.	11:30
1:00 p.m.	4:30 p.m.	3:30
Total No.	Hours	. 15:00

All studies made indicate that it is safe to sell heaters with storage capacity and heating elements of sufficient size to supply the customer's hot water requirements when operated on a 15-hour off-peak cycle made up of a 10- to 12-hour continuous night-time period with one or two short (2 to 3 hours) day-time periods.

Before commencement of the introductory campaign (November 15–29), special water heating schools were planned and held for the sales and service personnel of the Company's five Divisions in the State. At these meetings both the operation of the rate and the construction of the heater to be sold were thoroughly covered. Emphasis was laid upon proper installation of each job, and a complete installation was fitted up at each meeting in order that there could be no misunderstanding as to the proper procedure in placing a heater in the customer's home.

Each salesman was furnished a Water Heating Sales Manual which contained all information he might need in selling the rate and the heater. Subjects presented in the manual included: "Estimated Household Use of Hot Water," "Conditions Affecting Monthly Operating Costs," "Estimation of Water and Kw.-Hr. Consumption," "Maximum Bill Controlled by Clock and Size of Unit," "Insulation of Hot Water Pipes," "Plumbing Diagrams and Data," "Operation of Water-Mixing Valve." The handbook has proved to be, in fact, a water heating "bible" for the salespeople.

PORMAL announcement of the applicability of the new water heating rate to all our customers in Georgia was made in a series of six advertisements which appeared in 13 daily newspapers in the state over a period of four weeks in November. These advertisements were from three-quarters to one-quarter page in size and were, for the most part, "announcement" in type. Illustrations used included sketches depicting the various uses of hot water in the home, together with a cut of the actual water heater being features.

"Washing ears ain't so bad—if you give a guy plenty o' hot water," said Dick Junior in one of the four direct-mail broadsides sent to 14,000 electric range customers during the introductory sale. "Anyhow, this leads me to say: If you give a guy plenty o' hot water he can do a pretty good job o' ear washin'. Some good soap that don't smell too sweet and one o' these rough wash rags, together with the afore-mentioned hot water, just take a whole lot o' drudgery out o' ear washin'. And then, too, the new girl in the neighborhood might very easily make Sir Richard just a little bit more anxious to keep said ears and said neck fairly clean," concluded the thir-

(Please turn to page 85)

Whether In PARK AVE.



GALLOWAY



WALTER McCLURE
Merchandise Manager, New York Edison Company

THE New York Edison System is at it again.

Last fall, in a two months' campaign, with a barrage of advertising, sales promotion and energetic selling, they stampeded a pop-eyed New York market with 17,400 vacuum cleaners (Premier)—more than half a million dollars' worth. Dealers in the territory, profiting from the reverberations of the activity, grossed an additional \$300,000.

In the center of a great financial market, the customers of the New York Edison Company were still suffering from an acute variety of stock market jitters. Buying power was not curtailed—it was just enjoying a touch

They Buy

of palsy and acute indecision. All of which added something to the picture.

Now, at the time this is being written, the New York Edison System have just about completed another great effort on the same vacuum cleaner. Scheduled to run a month, the campaign was extended for two additional weeks and has already accounted for the sale of more than 8,000 units. The figure will be jumped to nearer 9,000 before the end of the drive—a business worth somewhere in the region of \$250,000. As in the previous campaign, other dealer outlets have been stimulated to new efforts.

Consistent are the Edison Company in their cleaner campaigning. Last spring, a year ago, a drive on cleaners (Eureka) for the same period of time—6 weeks—resulted in the sale of \$350,000 by the company forces; an additional \$200,000 by the dealers in the territory. At no time yet have the company failed to make their quota on a vacuum cleaner activity.

The present effort, too, has not been put over under conditions that might be termed ideal. Some of the do-or-die johnnies who had the door slammed in their face with a nasty finality might be inclined to describe it in somewhat stronger terms. Nor is the situation one that is not fairly well known from Massachusetts to Montana. But, in all fairness, a word must be said



Or the BRONX

CLEANERS

about the unique quality of the New York area. For your average New Yorker, where money matters are concerned, is likely to be a far more sensitized person than his neighbors in Peoria. New Yorkers, whether in the broker's office or the subway, are a people who turn their newspapers to the stock market pages with that resigned gesture of finality that makes the earth-quake news on the first page of purely academic interest.

Nor does the particular social position of the New Yorker provide any adequate guide to these somewhat frenzied pre-occupations about money. To the garment worker, the cop on the beat, the window cleaner or the bootlegger, there is a kinship with the man who owns the estate on Long Island. And the common denominator is money. The buildings in which they work, the shops whose windows mirror their particular tastes, the cars in which they ride, the theaters which they attend—all reflect unconsciously, perhaps, but with a single-minded concentration, the absorption in the financial.

When the stock market broke in the fall of '29 the psychological effect on the New York market was greater, in all probability, than in any other single section of the country.

And yet the New York Edison System have sold more vacuum cleaners in their last two campaigns than have ever been sold before in a single activity! To the

Why the
New York Edison System
picked

VACUUM CLEANERS
for Major Campaigns

\$1,000,000 VOLUME

in 3 drives—

Dealers Sell \$500,000

in Same Period

writer, confronted with this evidence of signs of life in a market popularly supposed to have undergone a terrific shock, a market where an acknowledge saturation on the particular device is close to 60 per cent, the situation prompted two or three definite questions:

Why had the power company, contrary to general practice, chosen the vacuum cleaner as the appliance on which to expend a generous gob of their merchandising

energy?

By what means had they put the thing over? What had been the effect on the New York market?

TO the gray building on Irving Place and the offices of Walter McClure, merchandise manager of the New York Edison Company, I went for the answer. From him, facts and figures pour out endlessly—a single expression of a kind of restless energy that expresses itself chiefly in organizing, energizing sales forces.

"Why do we pick on the vacuum cleaner as a campaign item? I guess there's only about one answer to that. Apart from the fact that we believe the cleaner is a device which does a most complete job of selling electric service to the housewife, it is a little difficult to get around the fact that in a large metropolitan area of the size of New York, there is a definite limit to the types as well as the number of appliances your customers can buy. The reason lies in the conditions

imposed by apartment living.

"Apartments in recent years have shown a decided tendency to get smaller all the time. Where, in the old days, the family had five, six or seven rooms, a rising scale of rents together with changes in living habits has made the three- or four-room apartments nearer the rule. That tendency presents a problem which affects our entire merchandising outlook. We have to ask ourselves some basic questions when the question of domestic appliance promotion comes up: How much equipment can we sell the average apartment? Which devices will lend themselves most easily to promotion and sale?

"Naturally, the refrigerator is our biggest item. With about 40,000 units added to our lines last year, yielding a revenue of approximately \$30 per customer, it is by far our best bet. Then, too, there is the factor of the tremendous acceptance the refrigerator is enjoying at the present time and the enormous volume of promotional and sales effort that is being put behind them by local distributors, dealers and other outlets. In a city the size of New York, also, the refrigerator no longer presents much of a problem of individual selling; the sale is made on the basis of an entire apartment house. That, of course, you are familiar with. But given a market of apartment homes where a refrigerator has already been installed, our job is to see what else we can sell them.

"From the standpoint of load the next most important item is the radio set. Its chief asset is its broad public acceptance and the fact that it helps keep the family at home. But once you have sold the small apartment a refrigerator and a radio, your range of possibilities is rapidly decreasing. In a thickly settled metropolitan district, there is a relatively small demand for the washer and the ironer. The habit of sending the wash out to the commercial laundry is too firmly fixed. Those particular appliances enjoy a wider sale in the outlying districts of Queens, Brooklyn and Richmond. The electric range, of course, we don't consider because our territory enjoys excellent gas service and people are accustomed to the gas range. Irons, as elsewhere, are nearly universally in use. Heating appliances—waffle

irons, toasters and percolators, especially—enjoy a good sale from time to time, but although it is possible to sell them by the campaign method, their use varies according to family likes and habits.

"Inevitably you come to the vacuum cleaner as a logical appliance to concentrate merchandising activity upon."

Interesting, too, from the standpoint of a man who has made the 800,000 domestic customers of the New York Edison Company cleaner conscious, is his belief in the good-will value attached to the sale of a cleaner. Pointing out that the cleaner was often the first appliance, after an electric iron, perhaps, that the woman bought, she was getting a dramatic demonstration of how a simple device saves time and labor. Most necessary and most accepted by women generally, the cleaner is a device that does dirty, hard, uninteresting work. It is the unsung hero of the electrical appliance group. Women, if asked, would probably admit that they could less afford to get along without the cleaner than any other electrical device; yet they don't go out of their way to talk about it. Unlike the electric refrigerator, where the pride appeal is important, the cleaner is usually relegated to the closet along with other cleaning tools. But, as McClure pointed out, it is not where the machine is kept—it is the service it performs that is the proper measure of its importance.

THE course of the last two vacuum cleaner campaigns staged by the New York Edison System have revealed one or two surprising things, according to McClure

"For instance," he said, "it might surprise you to know that in the campaign that ran for two months last fall, we sold about two hand cleaners to every large size machine. We were not surprised at that, because the small hand cleaner has been coming into its own recently as an appliance that can be sold quite apart from any other cleaner sale. When the housewife cannot be induced to take an interest in the large cleaner—she may even have one—the hand cleaner, as a complementary item, often saves a sale.

To a question about getting results from salesmen,

McClure also had an interesting slant.

"The main thing about handling a bunch of salesmen," he said, "is to give them some definite plan of procedure. If you turn a man loose with a proposition and leave it entirely up to him as to how he is to proceed, he may wander around in a vague sort of fashion and end

by getting little or nothing done.

"I have worked out a simple plan which keeps them on the track pretty steadily. In the morning they are instructed to spend all their time seeing how many calls they can make, how many prospects they can unearth, how many doorbells they can ring and how many demonstrations they can arrange for. They are told to waste no time at all on places that they can't get into, on doors that won't open or on prospects that don't seem promising. If the price of the cleaner, the terms and the presentation is not sufficient to get the housewife's time, then go ahead to the next.

"That takes all morning. I tell them next to take plenty of time for lunch—a couple of hours if they feel like it—marshalling in the meantime, such active prospects or appointments for demonstrations have been made in the morning. Let 'em drink five or six cups of coffee during lunch time and get well rested up. Then go out in the afternoon and knock over the ones that had been lined up during the morning's bell-pushing. It works."





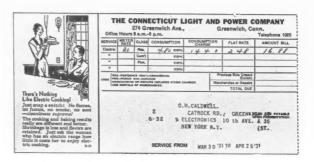


UNE

MIMENER



The monthly electric light bill in the Caldwell home might be described as a testimonial to the cheapness of electricity. Apart from the unusual uses pictured here, the house is equipped with such well-known devices as the electric range, refrigerator, radio sets (5), water heaters, fans, d is h w a s h e r, cleaner and table appliances.



Some ingenious uses to add to the new homes electrification plan as applied by O. H. Caldwell on his Greenwich, Conn., farm



Attractive at day-time with white clapboards, gay shutters, the colonial home at Cos Cob is even more inviting in the evening. Soft exterior flood lighting gives it a stage setting all its own.

(Below) One of the great inconveniences of star observing is that it must be done in the open air, since any enclosure or heating would cause disturbing air currents and spoil "sharp seeing." The human body radiates about 60 watts, so if this amount of heat is continually replaced electrically, the observer can work in comparative comfort. The electrically-heated overcoat used by Mr. Caldwell, solves the problem neatly.





(Above) The picturesque old stone well on the grounds of Mr. Caldwell's Cos Cob, Conn., home, serves a rather different purpose than its creator originally intended for it. An electric pump (see inset) operates in the hot spells during the summer, to pump cold water from the well through the radiators in the house. It is a sort of homemade air conditioning.



Ride through to a healthy volume on the Wonder Clock of Sessions

MEN! Try this experiment. An idea that builds clock volume. A plan that steams up turnover.

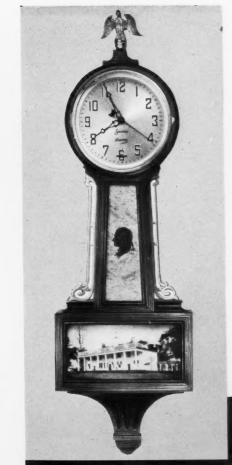
Feature the Wonder Clock of Sessions, 1931's most exciting clock news. The first and only *all*-electric Westminster Chime Clock without clutch, retaining spring or electric contacts.

The clock with the quarter-hour, self-correcting fool-proof chimes with 16 notes on the hour, 8 on the half-hour and 4 on the quarter-hour. The patented clock with the separate chime motor in addition to the oil sealed synchronous time motor. The clock that looks and acts like twice its price.

The clock that's backed by national magazine and radio advertising. It's the leader of the Sessions line of chime, strike and silent clocks that fill every gap in any dealer's stock. Retail \$6.75 to \$35.00.

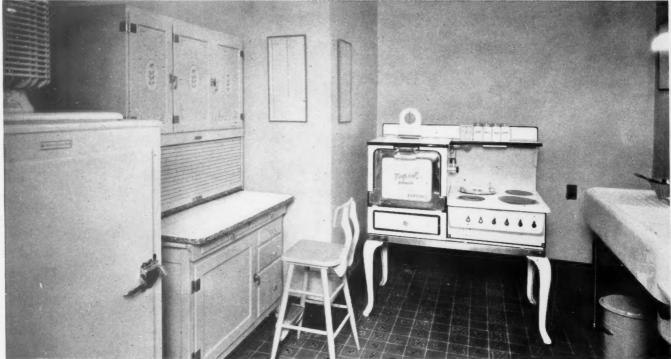
Made and guaranteed by Sessions . . . clock craftsmen for more than a century. Each a sure seller, designed from a background of knowledge of what the public wants most. There are no "hunch numbers" in the Sessions Line.

Sell clocks this way. Watch your volume grow. Full information from your jobber or The Sessions Clock Company of Forestville, Connecticut.



Electric CLOCKS

Making a Lemon Meringue PIE



23) And water to dry ingredients

40 Pipe up table
23) Flace minture on hot plate

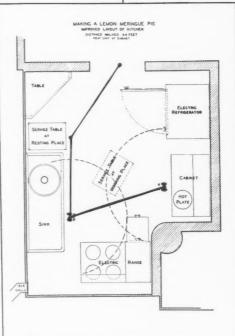
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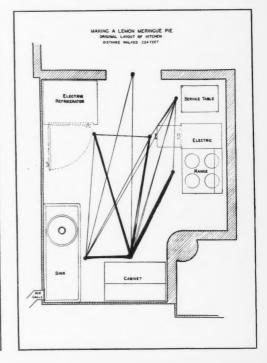
**access

Whether or not a kitchen is efficiently planned and its equipment conveniently arranged can be gauged by so unusual a measuring device as a lemon meringue pie. The time and motion study, or rather, the process chart of the making of a lemon pie, with the resulting improved kitchen layout, was made by Dr. Lillian Gilbreth in the home service kitchen of the Narragansett Electric Company, Providence, R. I.

The chart at the extreme right shows the original plan of the Narragansett home service kitchen. Because of the arrangement of equipment in this kitchen, and the distance between the various working places, a woman making a lemon meringue pie would be required to walk a distance of 224 ft.

By rearrangement of the equipment, as indicated in the chart to the immediate right, and the addition of a heat unit or electric hotplate at the cabinet, the distance walked was only 44 ft., as contrasted to 224 ft. shown in the other chart, and the motions necessary for the making of the pie were cut down to fifty.









teen-year old philosopher in his treatise on the gentle "Art of Ear-Washing."

The broadsides, appealing from the "human interest" angle, were designed to sell the need for adequate hot water service and to sell the economy of the new and lower water heating rate. Cards returned from these mailings indicated an immediate interest in electric water heaters on the part of our customers.

Two hundred forty-four water heaters were sold in

the 12-day period referred to above.

To keep alive in the minds of our customers the subject of water heating, a further educational program was carried on during the months of January and February. The program consisted of four advertisements which appeared in 13 daily newspapers. They were designed, particularly, to focus attention upon ELECTRIC hot water as the most desirable type of water heating service. Car cards supplemented newspaper space in towns where the Company operates street railway systems.

Proceeding upon the theory, or, perhaps, the actuality, that the more water heaters which were sold the more could be sold, the Merchandise Division of the Georgia Power Company—even though no campaign offer was extended—endeavored to make as many sales as possible in January and February. Each salesman had the feeling that every heater sold then would help him sell at least

one or two more during the Spring Campaign.

I T might be well to mention that the Merchandise Division has assumed that its greatest market for electric water heaters is among its present electric range customers. And it has concentrated both advertising and selling effort on range users. That this assumption has been correct is borne out by the sale, up until the present time, of approximately 90% of the heaters to

customers now using electric ranges.

March and April each year have been set aside by the Georgia Power Company for the campaigning of electric ranges. This year, however, the usual Spring sale was conducted as a concurrent activity on both ranges and water heaters. The total quota was set at 3,000 units for the 52-day period, March 2nd-April 25th. The campaign was concluded with sales of 2,633 ranges and 573 water heaters. Assuming an estimated average annual consumption of 2,000 kw.-hr. for each range, the sale will bring in 5,266,000 kw.-hr. per annum; assuming an estimated annual consumption of 4,800 kw.-hr. for each water heater, the sale will bring in 2,750,400 kw.-hr. per annum. The one activity, therefore, may be credited with new business totaling 8,016,400 kw.-hr. annually. If the minimum life of each of the appliances sold is projected to ten years, the net new business results of the 52-day campaign total 80,164,000 kw.-hr.!

The District quotas on ranges and water heaters were established upon the basis of past performance, numbers of customers, numbers of salespeople and economic conditions in respective territories. It is of probable interest to state that the largest quotas on both appliances were given to those Districts having the greatest number of each appliance already in use. Of particular significance was this fact in connection with water heater quotas, for, as previously pointed out, the best heater prospects were

assumed to be among present range users.

Terms extended during the recent sale were \$5.00 down, 24 months to pay, on either a range or a water heater. Where the two were purchased on one contract the terms were \$10.00 down, 30 months to pay.

Prices on water heaters ranged from \$150.00 to \$230.00, including all necessary wiring, the covering of all exposed hot water piping, and the running of not more than 25 ft. of new piping. Each heater was equipped with a water-mixing valve set to deliver water at the faucet at 135 deg. Prices on ranges were from \$109.00 to \$255.50, including installation.

TO further the sale of three major electric appliances —range, refrigerator and water heater—a special cash prize plan has been put into operation which will urge salsemen either to sell three-way installations or to complete three-way installations which customers already have begun. A larger prize will be paid where a salesman sells a range, refrigerator and water heater at one time; a smaller prize will be paid where the salesman sells two of the three at one time; a still smaller amount will be paid where any one of the three is added to any two which the customer may already have.

To make it easier for salesmen to obtain three-way sales, the Georgia Power Company has for some time had in effect what is known as its Group Appliance Purchase Plan. This plan contemplates the purchase of range, refrigerator, water heater, and other small appliances, the minimum order for which shall be not less than \$400.00. Terms extended on such purchases are 5% down-payment, the balance in 36 installments.

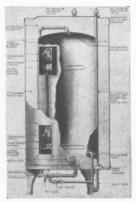
In order that first-hand information may be available for use of Georgia Power salesmen and for use of the Merchandise Division in its plans, a record card of each water heater sold is made out and kept in the Atlanta office. Upon this card is entered the complete story of each installation—the name and address of the customer, the date when installation was made or old heater converted to off-peak operation, the size of heater, the serial number, the price at which sold, the type of heater which it replaced, number of people in the family, number of bathrooms, number of hot water faucets. On the reverse side of the card is space for the monthly posting of kilowatt-hour consumption for a period of four years. Already the data have been put to good usage in furnishing tangible, actual operating and consumption figures.

THE results of the plan to promote the sale of electric water heaters thus far show that the charging time periods are adequate and that the effect upon the distribution system is favorable. Unit sales, increasing proportionately with the intensity of sales effort, have indicated that customers were actively interested in economical electric water heating and that the correct type of heater for supplying service has been selected.

These conclusions lead the Company to believe that the satisfactory rate, the correct heater and proper sales effort have been adopted. It believes it has made a long step forward in electric water heating promotion in Georgia. It holds the conviction that no electric appliance since the introduction of the electric refrigerator offers greater developmental possibilities than the offpeak electric water heater. The Company realizes that there is still much it has to learn about electric water heating, but it has taken the stand that the very best way to learn is by doing. It even has the expectation that Dick Junior-when, as and if he grows up and takes unto himself a household-will be just as enthusiastic about the proper method for heating water as he was supposed to be in the advertising broadside quoted early in this article!

ERCHANDISE New

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market



Hallmark Water Heater

Three distinct advantages of the new Hallmark electric water heater, claimed for it by its manufacturer, the Hall Electric Heating Company, Inc., 1429 Chestnut Street, Philadelphia, Pa., are its adequate capacity without excessive tankage; constant temperature of delivered water at a set degree—135 deg. F., non-scalding but sufficiently hot for household needs; and the automatic maintenance of water at the faucet at constant temperature through a wide range in tank top temperature.

The heater, it is pointed out, is adaptable to all classes of power company schedules and load characteristics. It is made in three sizes, WH-30, WH-50 and WH-80, giving a range of 60 to 160 gal. of water per day.

A fire-proof, non-packing nodulated fiber insulation is used, with 5 in. at top of the tank and 4 in. on the sides. The mixed and hot lines are built within the insulation and are thus protected to the point of plumbing connection.

tected to the point of plumbing connection.

Low installation cost is made possible by complete factory assembly of mixing valve, heat, trap and piping.

The heating unit is a "Calrod" unit. The tank is of double, extra heavy galvanized steel, with steel casing, japanned and Ducoed. The finish of the heater is gold enamel top and ivory sides. It is also supplied in galvanized steel or Everdur, a new, copper alloy. The heater is also available with single or double element, or with an upper spud for the addition of another element.—Electrical Merohandising, June, 1931.

Colored Wringer Rolls

By means of an irregular design molded into the rubber, the washing machine operator is able to see at a glance when the wringer rolls are in motion and in which direction they are turning, explains J. A. Handel, 612 West Church Street, Marshalltown, Iowa, in presenting a colored wringer roll of peripheral design. The rolls can be made up in any desired color, the cost being slightly above plain white or black rolls.—Electrical Merchandising, June, 1931.

Chromalox Range Units

Available for any range now in use, is a "Chromalox" Super-Speed unit, brought out by the Edwin L. Wiegand Company, 7525 Thomas Boulevard, Pittsburgh, Pa. This new element, it is pointed out, combines the advantages of speed, efficiency, safety, long life and easy installation. It has smooth, flat top with chromium alloy heating surface and is fully enclosed. It is made in 1,000-watts, it is is listing at \$6.90; 1,200-watts, \$8; 1,500-watts, \$8.30; and 2,000-watts, \$8.75. The units are available for replacement on these ranges: Armstrong, Campbell, Crawford, Estate, Federal, Fidelity, Frugal, Garland, Hot Point, Hughes, Keeley. L & H, Monarch, Prosperity, Standard, Simplex, Universal, Washington, Westinghouse and Windsor.—Electrical Merchandising, June, 1931.



Miniature Ice Tongs

Etiquette demands that the ice cube, which is now as accepted a staple of table service as the salt shaker, be served with the miniature silver ice tongs illustrated. Like the larger and decidedly more realistic ice tongs toted by the ice man in those Dark Ages before the appearance of electric refrigeration in the home, these little tongs grip and hold the ice cubes mechanically and firmly. The tongs can be used for block sugar as well. In sterling silver, they retail for \$2: silver plated, \$1. The Napier Company, 389 Fifth Avenue, New York City.—Electrical Merchandising, June, 1931.





Sunbeam Mixmaster with New Attachments

Rounding out the service of the "Sunbeam Mixmaster" are two new attachments, which are provided at no increase in price, the price remaining \$24.75.

These two new attachments are the juicer or fruit juice extractor and the mayonnaise oil dripper. The juicer attachment, it will be noticed, is placed right on top of the mixer, so that juicing and mixing can be carried on simultaneously. The lower part of the spout of the juicer is made of stainless steel and can be turned to throw the juice either into the bowl where other ingredients are being mixed or into another bowl.

The little stem shown protruding from the juicer attachment at the left is part of a mayonnaise oil dripper. In mixing mayonnaise, the oil can be put into the juicer bowl and the pencil-like part projecting from the top at the left of the juicer bowl can be turned until the oil drops down into the mixture at exactly the right speed, continuing drop by drop, until all the oil has been put into the mixture.

Another feature of the improved

until all the oil has been put into the mixture.

Another feature of the improved mixer is the ball-bearing disc carrying the bowls. The bowls are of heavy green glass, and the mixer is finished in white enamel. The manufacturer is the Chicago Flexible Shaft Company, Roosevelt Road and Central Avenue, Chicago. — Electrical Merchandising, June, 1931.

Universal Cooler Refrigerators

For its 1931 line, the Universal Cooler Corporation, Detroit, Mich., has standardized on four domestic models, ranging in size from 4.3 ft. net storage capacity, to 7.4 cu.ft. The 4-ft. and 5-ft. models are single door cabinets and the 6-ft. and 7-ft. sizes are two-door cabinets. All cabinets have porcelain interior and lacquer exterior. They are equipped with cold control, one rubber ice tray, glass defrosting tray, "Refresh-O-Pan" and 5-in. legs. The 4, 5 and 6 cu.ft. models make 56 ice cubes or 4 lb. of ice per freezing and the 7 cu.ft. model makes 84 ice cubes or 6 lb. of ice.—Electrical Merchandising, June, 1931.

New Electrical Merchandise



Monarch Modernique Range

Range

A combination range, worktable and utensil storage cabinet is the newest model of electric range to be offered by the Malleable Iron Range Company, Beaver Dam, Wis.

As shown in the illustration, the control panel and utensil drawer are concealed by a front panel that drops forward and slides in below drawer. The range is finished in two-tone green with a verd-antique marbelized enamel top.

The range has three surface units—a 1,500-watt unit, a 1,250-watt unit and a 1,000-watt speed unit. The oven has a 1,350-watt unit for baking and a 1,500-watt unit for baking and a 1,500-watt unit for baking and a 1,500-watt unit for baking and cooking surface and work top of the range is 41½ in. x 23½ in. The oven measures 15 in. x 13 x17½ in. A single oven switch controls both heating units; the three positions furnishing heat for preheating, baking and broiling, respectively. A Wilcolator automatic heat oven control is standard equipment. Optional equipment includes the automatic timer, load balancing switches, master switch and closed unit equipment.—Electrical Merchandising, June, 1931.



L & H 1000-Watt Automatic Iron

Two models are offered in the new L & H 1,000-watt automatic iron of the A. J. Lindemann & Hoverson Company, Milwaukee, Wis.—one with a separate stand and one with heel rest.

The new iron is adjustable over the full range of ironing temperatures and the 1,000-watt unit, it is pointed out, assures quick recovery of temperature. Finish of the iron is chromium. Pure silver thermostat contacts. Intended retail price, either model, \$8.50—Electrical Merchandising, June, 1931.

American Beauty Washer

"Edward" is the name given the new Model 10 washer introduced by the Getz Power Washer Company, Morton, Ill.

The washer is of the agitator type, with large, tapered post, cast aluminum agitator. It has tub of 6-lb. capacity, porcelain inside and out. The gear case is fully enclosed. All gears are machine cut, running in a bath of oil. The wringer is a removable, 9-position large balloon roll wringer of "pressure-cleanser" type.

Intended retail price of the new washer is \$79.50.—Electrical Merchandising, June, 1931.



SuperMatic 1000-Watt Iron

The Superior Electric Products Cor-

The Superior Electric Products Corporation, 1300-1310 South Thirteenth Street, St. Louis, Mo., is bringing out a new 1,000-watt automatic iron, known as its No. 855 "SuperMatic" iron. Features of the iron are its patented current make-and-break device, large contact points of genuine silver, stream line design with tapered point and beveled edge and cool grip rosewood handle.

beveled edge and cool grip rosewood handle.

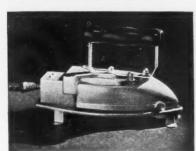
The intended retail price of the iron, in nickel finish, is \$5.75; in chromium, \$6.50.—Electrical Merchandising, June, 1931.

Safety Cordless Iron

In the new "Safety" 6-lb. cordless electric iron introduced by Safety Electrical Appliances, Inc., Detroit, Mich., the cord is permanently attached to the stand. The iron, the manufacturer claims, heats in two minutes and consumes current only while in contact position on the stand.

An important feature of the iron is the Safety Cut-Out which automatically stops the current flow when the proper degree of temperature is attained.

The iron is guaranteed by the manufacturer for ten years against defective materials and workmanship. The iron is rated at 110 volts, 13.5 amp.—Electrical Merchandising, June, 1931.





L & H No. 880 Range

As the utmost in cooking convenience, the A. J. Lindemann & Hoverson Company, Milwaukee, Wis., is offering its new No. 880 console range.

This new range provides working space on its table top, a warming compartment and service drawers for the storing of cooking utensils. The body, cooking top and inside of cooking top are porcelain enameled in Nile Green the top surface being finished in marbled porcelain ename. It is equipped with an appliance outlet, chromiumplated towel rack, dish holders and condiment set.

with an appliance outlet, chromium-plated towel rack, dish holders and condiment set.

The 16x14x19 in. oven, electrically welded, is heavily insulated with rockwool. It also has a warming compartment heated by a separate toggle switch and convenient service drawers. Direct-connected temperature control has dial on the front of the range. Automatic time control can be added at any time. The range is fitted with a master switch which automatically disconnects the surface units when the cover is down. Spiral coil surface units are 6, 7 and 8 in., each unit with three heats—two 6-in. rated at 1,000 each, one 7-in., 1,250 watts and an 8-in., 2,000 watts. Two oven units, each 1,500 watts.

The intended retail price of the range is \$198.50.—Electrical Merchandising, June, 1931.



Crosley Moto-Iron

Operating on an entirely new principle is a new type of iron introduced by the Crosley Radio Corporation, Cincinnati, Ohio. This new iron, it is claimed, materially reduces ironing time and will handle all types of ironing from flat work to the most exacting hand work. In this new iron, the ironing pad is vibrated by a small electric motor which pats out the wrinkles in the fabric, in contrast with the crushing effect of other irons. The result, it is declared, is a new, fluffy finish of the ironed pieces, even on rayons. Another feature claimed for the "Moto-Iron" is that it is possible for the operator to sit in a natural position while ironing, since exertion of pressure is not required.—Electrical Merchandising, June, 1931.

New Electrical Merchandise

Gibson Refrigerators

The Gibson Electric Refrigerator Corporation, Greenville, Mich., is announcing three new models of electric refrigerator, ranging in capacity from 4.08 cu.ft. of food storage space to 7.33 cu.ft.

These models employ twin cylinder reciprocating compressor running in continual bath of oil, 1/5 hp. motor. Refrigerant is sulphur dioxide.

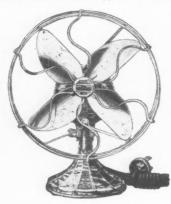
Features of the refrigerators are the cold control, with eight freezing speeds and defrosting switch, mounted conveniently on outside front panel of cabinet. The cabinet is of all steel construction, mounted on 11-in. legs and has buffet top. The exterior is white lacquer and the interior, one-piece porcelain. Hardware is of Duotone chromium. Ice cube capacity of the three refrigerators is, respectively, 63 cubes in 3 trays, 105 cubes in five trays, and 126 cubes in six trays. Intended retail prices of these models are \$157.50, \$209 and \$280, f.o.b. factory.—Electrical Merchandising, June, 1931.



Master-Bilt Fans

Light in weight, but strong and durable, attractive in finish and popular in price are three characteristics of the new 8-in. "Master-Bilt" desk or table fan introduced this season by the Master Electric Company, Dayton, Ohio. The fan has base and housing of "Mecolite," a molded compound. Blades, of which there are four, and guard, are chromium plated. Standard colors are walnut, black, green and red. The fan is intended for operation on 115 volts, 60 cycle, alternating current only. Its intended retail price is \$6.

Another new "Master-Bilt" fan is the adjustable window ventilator. Two models fit window openings ranging from 23 in. to 42 in. The ventilator is easily put into place by means of a few screws. It has French gray steel panel, black motor housing and chrome blades and guard. The motor is of 8-in., induction type. The control is by constant pull type switch with pull cord. Intended retail price of the ventilator. Model 36, is \$8.50; Model 42, \$9.50.—Electrical Merchandising, June, 1931.





Electric Aire Clothes Drver

Opening like an umbrella and closing just as easily, is a new electric clothes dryer, brought out by Rochford-Sears, Inc., 1120 South Michigan Avenue, Chi-

uryer, prought out by Rochford-Sears, Inc., 1120 South Michigan Avenue, Chicago.

This new "Electric Aire" dryer has a capacity for drying clothes equal to 75 ft. of clothesline. A heat jacket snaps over the clothes on the drying rack, thus protecting them from dust and conserving heat.

The "Electric Aire" is by no means limited to the drying of clothes only, as it serves also as a heater and hair dryer. By a simple turn of the wrist the upright standard can be detached.

A duplex model of dryer, with double rack, is also offered. This model provides 150 ft. of clothesline space.

The intended retail price of the single rack model is \$23.50; the duplex model, \$29.50.—Electrical Merchandising, June, 1931.



Apex Ironer

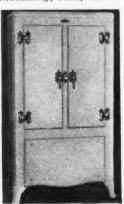
Another new "Apex" appliance is an electric ironer which is offered in folding and cabinet types.

The ironer has knee control and full open end. It has chromium-plated, cast-iron shoe and heavy steel roll. The roll is free to revolve in either direction when not operating. Another feature is the clothes rack, which may be swung to the back or side. The folding model can be quickly folded and rolled into a small closet corner where it will occupy no more space than an ordinary chair. In the cabinet model, the cabinet top remains level when the ironer is in use. The cabinet fully conceals the ironer. It is made of steel, lacquered in white with the porcelain enameled table top edged in green, the front being decorated with three latticed panels finished in green with gold edging. The intended retail price of the folding model is \$99,50; the cabinet model, \$119,50 Apex Rotarex Corporation, 1067 east 152nd Street, Cleveland, Ohio.—Electrical, Merchandising, June, 1931.

Mayflower Refrigerators

Mayflower Retrigerators
Cabinets that faithfully reproduce Colonial furniture design in pleasing lines, graceful legs, curving "apron" front and beveled top and corners, are a feature of the 1931 line of "Mayflower" refrigerators offered by the Trupar Manufacturing Company, Dayton, Ohio.

De luxe models of the "Mayflower" line include many attractive features: Automatic lighting of the cabinet interior; temperature control on front of cooling unit; new type "Vitalizer"; sectional shelf in the cooking unit that freezes ice cubes in 90 min. under normal conditions; double door gaskets; ribbon type shelves; extra heavy insulation; porcelain exterior; porcelain cooling unit; and more ice cube capacity. Hardware is cast, not stamped, and is heavily chrome plated.—Electrical Merchandising, June, 1931.



Westinghouse Tubular Lamp

The Westinghouse Lamp Company, 150 Broadway, New York City, is announcing a new T-12, 100-watt tubular lamp. The new lamp has an over-all length of 34 in. and produces only 40 watts per foot, making it desirable for lighting show cases displaying merchandise perishable by heat. Its length, also, the Company explains, makes it suitable where continuous sources of light are desired, as in luminous pilasters and panels frequently found in modern lighting installations.—Electrical Merchandising, June, 1931.

Frigidaire Water Cooler

Suited to the requirements of a small organization or private office is the new electric water cooler pictured, one of a line of coolers recently brought out by the Frigidaire Corporation, Dayton, Ohio. This new model is equipped with porcelain-lined food and beverage compartment. Five models of water cooler are offered in the new line—three of the individual type for use in offices and small shops and two larger units to meet the requirements of a general office or small industrial plant. In addition, Frigidaire is building two tank type coolers for large factories and public places. The larger of these will provide cold drinking water for 250 people, it is announced.

announced.

announced. The individual coolers are equipped with \$\frac{1}{2}\-1\text{pp}\$. motors and are adapted for use of either bottled water or with city pressure and all models carry three year guarantee. — Electrical Merchandising, June, 1931.



Aquazone Air Washing Unit



G-EUltraviolet Lamps

Ultraviolet Lamps

Announcement is made by the Incandescent Lamp Department of the General Electric Company, Nela Park, Cleveland, Ohio, of new additions to the ultraviolet line—an S-2, G-1 and 60-and 500-Watt Mazda CX lamps.

The design principles employed in the "S-2" are fundamentally the same as those used in the earlier S-1.

Several new features have been incorporated into the new lamp. The new S-2 lamp emits about one-half the ultraviolet radiation of the present "S-1" lamp, but consumes only 40 per cent of the wattage of the "S-1." A separate transformer is necessary for each individual lamp. Total wattage of one lamp and transformer is approximately 175.

To guard against the "S-2" lamp being placed in a standard socket of an ordinary house circuit a new base is being used which is similar to, but approximately ½ in. greater in diameter than, the medium screw size. A special A-17 clear bulb with cap is employed. The life of the lamp is approximately the same as that of the S-1 and the list price, \$3.75.

The G-1 or "Glow Lamp" produces ultraviolet radiation by virtue of a glow discharge in the mercury vapor throughout the entire bulb. From a quantitative standpoint, ten to fifteen of these lamps are necessary to produce the ultraviolet radiation obtained from one S-1 lamp and approximately eight G-1 lamps are required to equal that from one S-2. The life of the lamp is approximately 500 hours and the list price \$3.50. A transformer is required for its use.

The 60- and 500-watt CX lamps are finding wide application in poultry houses. These two lamps, due to low ultraviolet output, are not suitable for individual ultraviolet transformer is required to require transformers for operation. They are finding wide application. They are finding in equipment similar to floor stand type Sun lamps using S-1 lamps. These lamps do not require transformers for operation. They are made in two sizes and in voltages of 110, 115 and 120, and will operate from either a.c. or d.c.—Electrical Merchandising, June, 1931.





Two New Thor Washers

Two important new additions to the "Thor" line of domestic electric laundry equipment are the No. 9 "Golden Bowl" agitator washer and the No. 16, "SuperAgitator" washer of the Hurley Machine Company, 22nd St. and 54th Ave., Chicago.

Agitator" washer of the Hurley Machine Company, 22nd St. and 54th Ave., Chicago.

An entirely new and revolutionary pneumatic type water extractor is featured in the new "Thor Golden-Bowl" agitator washer. The name, "Golden Bowl," is derived from the lustrous golden bronze finish of the extractor bowl. Air pressure for the purpose of extracting water is produced by a compact pump, driven directly from the washer mechanism and provided with an automatic shut-off which operates when the water has been sufficiently extracted from the clothes.

This washer, like the No. 16, employs the new "Thor Super-Agitator" and has large tub of 8 lb. capacity, vitreous enameled inside and out, non-vibrating rubber-tired casters, conveniently located control levers and special cut gears. The intended retail price of the "Golden Bowl" washer is \$175.

The No. 16 "Super-Agitator" washer is described as numbering among its major features an entirely new washing action, the "Super-Agitator" which is designed to prevent tangling and braiding of the clothes and at the same time to produce a washing action that enables the laundress to wash everything from delicate lingerie to heavy blankets.

An interesting feature of this washer is the built-in electric water heater, to

blankets.

An interesting feature of this washer is the built-in electric water heater, to keep the water in the tub at a uniform temperature throughout the wash.

The wringer is of the removable, swinging type, reversible. The shaft controlling the wringer is also designed to accommodate the "Thor" attachment ironer. The intended retail price of the No. 16, with electric heater, is \$129.50; without heater, \$119.50.— Electrical Merchandisina. June. 1931. No. 16, with electric neater without heater, \$119.50. Merchandising, June, 1931.



Whirldry Dry Cleaning Kit

Dry Cleaning Kit

Dry cleaning at home, safely and economically, can be done in the small "Whirldry" washer by the use of the "Whirldry" washer by the use of the "Whirldrycleaner" kit which contains all the necessary materials to accomplish a good dry cleaning job at home.

The kit consists of two large cans of cleaning fluid, a filtering bag, a box of filtering powder, a shut-off, a hose clamp and book of instructions. This material, it is explained, is sufficient to clean between sixty and seventy-five dresses. The average cost to dry clean a silk dress in the "Whirldry" is from five to eight cents. When the fluid has become soiled through frequent use, it is filtered with a simple filtering device furnished with each kit, rendering the fluid again ready for use. This fluid is non-explosive and non-inflammable and is not barred in apartment houses or other fire zoning districts.

The intended retail price of the "Whirldrycleaner" kit, consisting of materials mentioned above, \$9.50. Replacement cans (1-gal.) of cleaning fluid, \$1.95. The "Whirldry" washer, in the galvanized model, is \$49.50; copper, nickeled interior model, \$59.50.—Electrical Merchandising, June, 1931.



Weston Test Set

First aid to the dealer in promoting sales and for field service work is a new test set brought out by the Weston Electrical Instrument Corporation, Newark, N. J.

The set is designed to aid sales by demonstrating impressively the actual power cost in cents per hour, showing the customer the low operating cost of appliances. It is, likewise a service aid as it immediately reveals the actual conditions as to voltage, current or power consumption of any appliance or household circuit.

It is supplied in two standard range combinations, No. 1, with wattmeter ranges 1,000 and 100, voltage range 0 to 150 and current range 0 to 15 amp.; and No. 2, with wattmeter range 2,500 and 125 voltage range of 0 to 150 and current range 0 to 15 amp. The set is housed in a strong oak carrying case, 7 x 9½ in. x 5 in. deep, with snap-on cover. Its weight is 10 lb.—Electrical Merchandising, June, 1931.



New Electrical Merchandise



Sunbeam Eternatime Clocks

Several beautiful models are included in the new line of "Sunbeam Eternatime" electric clocks recently announced by the Chicago Flexible Shaft Company, West Roosevelt Road and Central Avenue, Chicago.

One of the models is a banjo clock, of genuine mahogany, combined with solid black walnut. The panel overlays are of Oriental walnut and aspen and the lyre-shaped grille is of solid black walnut. This model is known as the "Mt. Vernon," No. E-16, and is listed at \$35.

Several models of marble and only

wanut. This model is known as the "Mt. Vernon," No. E-16, and is listed at \$35.

Several models of marble and onyx are offered, in extremely lovely combinations. Pictured is the "Vincennes," No. E-24, in black and gold tones, of beautifully marked Italian marble. The base is a block of brown Arizona onyx. The dial is finished in gold, with black numerals. The height of the clock is 7 in., width, 6½ in. Dial, 3½ in. in diam. Intended retail price, \$30.

Other models in this marble line include the "Canterbury," of Arizona onyx in warm, red-brown tints, with base of black and gold Italian marble, listing at \$30; the "Valencia," No. E-23, combining choice specimens of three famous marbles—sno v white Pedrara onyx.

combining choice spet famous marbles—snow white Pedrara onyx. jet black Belgian marble and beautifully marked translucent onyx from the Grand Canyon in Arizona. This clock, 8\fooatimes in high, is listed at \fooatimes 42.50. The "Silhouette," listing at \fooatimes 36, is modernistic in line, of jet black Belgian marble, with side blocks of pure white, delicately-veined, Pedriara onyx. The "Versailles," listing at \fooatimes 45, is of green San Luis onyx, cut, shaped and polished to jewel-like brilliance. Base of black and gold Italian marble. Height, 8 in.—Electrical Merchandising, June, 1931.



American Beauty Automatic Iron

A new and improved "American Beauty" 6½-lb. adiustable-automatic iron is being marketed by the American Electrical Heater Company, 6125 Woodward Avenue, Detroit, Mich. This new iron, No. 66-AB, is regularly supplied equipped with 660-watt element but when so specified, may be had with 1,000-watt element.

The iron is chrome plated. It has two-color control lever, black and red, and wood handle finished in yellow extra long and of a shape to comfortably fit the hand. The iron is equipped with separate, heat-insulating stand. The intended retail price of the iron, for 660 or 1,000-watt type, \$8.95.—Electrical Merchandising, June, 1931.

Graybar Centrifugal Washer With Pump

Washer With Pump

A low-priced centrifugal washer with an electric pump that is an integral part of the washer has been announced by the Graybar Electric Company, 420 Lexington, Avenue, New York City.

Other features of the washer are the simplicity of control, one control being employed for washing, drying and spinning; and the combined action of the spinner basket and agitator, by means of which one batch of clothes whirls dry while the second batch washes.

The tub is of one piece Armco Iron, with vitreous porcelain enamel finish in jade green, and is rubber rimmed. Grooves in the bottom of the tank slope toward center to facilitate draining. The agitator is of die-cast aluminum and the basket is of one piece sheet aluminum. The capacity of the tank is 6 lb. of dry clothes, 10 gal. of water. The pump is of the two-bladed centrifugal type, gear driven from the washer motor.

Intended retail price of the washer is \$99.50 East of the Rockies; \$104.50, West.—Electrical Merchandising, June, 1931.



Barcol Fans

Both a 6-in. and an 8-in. fan are being offered for the 1931 fan season by Barber-Colman Company, Rockford, Ill.

The fans are designed for use on alternating current only. The case and pedestal are molded from a phenolic resin compound and the metal parts are cadmium plated. A shading ring induction motor with a squirrel cage rotor is used. Has no brushes, no commutator and no slip rings and does not, therefore, cause radio interference.

Height overall of the 6-in. fan is 83 in. and its net weight is 2½ lb. Speed of blades, 2,300 r.p.m.; air velocity (at 4 ft.) 300 f.p.m. Intended retail price, \$4.

Height overall of the 8-in. fan is 10 in. and the speed of blades, 2,100 r.p.m. Air velocity (at 4 ft.) 400 f.p.m. and air moved, 1,265 c.f.m. Intended retail price, \$4.50.—Electrical Merchandising, June, 1931.





Hammond 777 Alarm Clock

As its "Lucky Number" the Mammond Clock Company, 2915 North Western Avenue, Chicago, Ill., is offering its "Logan" model with alarm mechanism. This new clock is called the "Logan Alarm, 777." The case is of bakelite, 4% in. high by 4 in. wide. The alarm is an electric buzzer signal which continues to sound until turned off. The intended retail price is \$7.77.

To help the dealer display this new "777" model, the Company has designed the background pictured with the clock. This display is 12 in. high and the design is in black, white and brilliant red.—Electrical Merchandising, June, 1931.



Majestic Refrigerator

Three sizes of refrigerator—4, 5 and 7 cu.ft.—having shelf areas of 7½, 8½ and 10 sq.ft., are offered in the line of "Majestic" refrigerators of the Grigsby-Grunow Company, 5801 Dickens Ave., Chicago, Ill. These new refrigerators are priced at \$169.50 and up, f.o.b. factory.

Features of these models are the flat top, providing an extra pantry shelf; quiet operation; five freezing speeds with regulating switch, together with defrosting switch on the outside of the cabinet; 84 ice cubes or 8½ lb. of ice at one freezing; Pyroxalin lacquer exterior, and porcelain on steel interior; hermetically sealed unit; chromium alloy hardware; self-closing door; double depth tray; cut back lower shelf; glider type shelves; broom-high legs; and continuous bath of oil.—Electrical Merchandising, June, 1931.

SuperLectric Waffle Iron

An indicating waffle iron, in nickel or chromium finish with etched design, is being announced by the Superior Electric Products Corporation, 1300-1310 South Thirteenth Street, St. Louis, Mo. The iron is equipped with heat indicator, has die cast aluminum 8-in. grids, expansion hinge and black rubberold paneled handles and feet. The intended retail price of the waffle iron, in nickel, is \$7.50; in chromium, \$8.50.—Electrical Merchandising, June, 1931.

New Electrical Merchandise



Telechron Model AA Clock

Featured in the nation-wide "Scoop" campaign conducted by the Telechron Clock Company, Ashland, Mass., is the new Model AA tambour clock, mahogany-finished, made to retail for \$9.95.

The "Scoop" campaign is being run in connection with the release of motion pictures by "RKO" in which Telechron electric clocks are "starred."

Telechron clocks are used in the pictures, "Kept Husbands." "Bachelor Apartment," "Traveling Husbands" and "Behind Office Doors," the last-mentioned picture being featured in a large Telechron window card showing Mary Astor and Robert Ames, stars of the picture. — Electrical Merchandising, June, 1931.



ABC 77 Spinner Washer

Of interest in the home laundry equipment field is the announcement by Altorfer Bros. Company, Peoria, Ill., of a new washer in the lower-priced field, with centrifugal water-remover. The washer is designed to retail at \$129.50.

The 77 Spinner has a round tub and has all surfaces curved for greater ease in cleaning. Tub and dryer compartment are finished in porcelain enamel. The operating mechanism is sealed in steel and a permanent bath of oil. All fittings and parts exposed to water are rustproofed by the Udylite process. The revolving turret locks in any position and returns suds to the washer and rinse water to the tubs in one operation, without a pump.

rinse water to the tubs in one operation, without a pump.
Specifications of the washer are:
Washes and damp-dries 7 lb. of clothes simultaneously; two-lever control, full 1-hp. motor of oversize capacity, polished, 4-fin, all-aluminum agitator.—
Electrical Merchandising, June, 1931.

Folding Photoflash Reflector

Conveniently folding for ease in carrying is the new battery-operated "Fold-O-Flector" for use with Photoflash lamps, brought out by The Miller Company, Meriden, Conn.

The "Fold-O-Flector" is 19 in. in diameter and folds into a compact size. It may be used with one lamp or seven lamps, the extra lamps being held by a specially-designed clip arrangement. These lamps are fired by light rays emitted from the center lamp so that the battery is only utilized in firing one lamp.

The intended retail price of No. 483 "Fold-O-Flector," complete with two 1½-volt dry cell batteries and three lamp clips, \$7.80; extra lamp clips, nickel plated, 20c.—Electrical Merchandising, June, 1931.



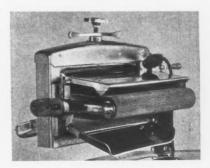
Miller-Somes Portable Heater

Based upon a different principle, proved by years of heavy-duty industrial work and now applied to household use is the new portable electric heater introduced by Miller-Somes, Inc., Tarrytown, N. Y. It is described as a development from heavy-duty industrial designs, with a low-temperature Nichrome heating element.

In this new heater, the heating element is a wide flat strip of Nichrome metal. Cool air is drawn up off the floor, quickly warmed by contact with the large area of the Nichrome ribbon, and sent upward and outward through the louvres by natural convection. The heater is available in 660-watt and 1,250-watt types. It is enclosed in a metal cabinet, furnished in several lacquer finiches.

Intended retail price of 660-watt heater, natural mahogany or walnut finish, \$21; ivory or jade green, \$19. In 1,250-watt capacity, it is listed at \$28 and \$26, respectively.—Electrical Merchandising, June, 1931.





Safety Device for Wringers

Wringers

A safety device made to fit practically all of the electrically operated wringers now in use, has been developed by the Morin Manufacturing Company, Holyoke, Mass.

The device is designed to provide absolute safety for the hands of the operator and for those of young children in the home. In use, the clothes are placed on the end of the belt which conveys them to the wringer rolls, thus keeping the operator's hands at least 6 in. away from the wringer rolls. Should the operator's hand become tangled in the clothes and drawn toward the rolls, the top frame of the device, which is free from springs or weight, will rise and press the button on the switch and shut off the motor. The automatic shut-off switch also serves as a protection to the entire washer, preventing overloading.

Another feature of the device is the protection to buttons. The top frame is heavy enough to flatten the buttons on the clothes and permit them to be fed flatwise through the wringer.

The device, it is explained, is just long enough to cover the drainboard under the wringer, thus keeping the clothes from dragging, catching or tearing on the corners of the board. Rubberber scrapers are provided for both wringer rolls to keep the clothes from winding around the rolls.

Intended retail price of this safety device is \$15.—Electrical Merchandising, June, 1931.



Niagara Whirlpool Washer

Specifications of the "Niagara" model of 1900 Whirlpool washer of the Nineteen Hundred Corporation, Binghamton, N. Y., are a patented "Hydro-Actr" washing principle, direct drive, quickdraining compression faucet, automatic oiling, case hardened and ground parts, 6-lb. capacity tub, with no center post, balloon roll wringer, swinging and locking into seven positions and the attractive finish of old ivory tub and sage green lacquer on metal parts. The intended retail price is \$79.—Electrical Merchandising, June, 1931.

The Dorothy Dix comparison sounds a little facetious, but it's far from being funny. From the point-of-view of the homemaker who has complete electric equipment, there have been many times when I have blessed our intelligent and expert Home Service head. Even I, who have spent more years in the electric business than I care to acknowledge, have been stumped for the proper ice cream recipe for use in my electric refrigerator until I found out from our Home Service girl about using corn syrup, or even not making ice cream at all, but substituting something much more suitable for electric refrigerator preparation . . . in thinking the new glass drip coffee percolator was complicated until she gave me the low-down on its real simplicity . . . in trying to get the family to use the electric ironer, which they wouldn't until the ironing machine expert came out and put them through an ironing under her expert direction . . . in showing me how to put together recipes and menus for oven-cooked dinners . . . in giving me a few hints on pots and pan washing when I put in the electric dishwasher. These things sound extremely trivial to executives who think in terms of carloads of ranges, refrigerators and washing machines; but the sum of these trivialities year in and year out throughout the territories they serve, unattended to and lost in the shuffle, is just that much load lost . . . sales of countless appliances lost, because my neighbor on either side won't buy an electric range or an electric refrigerator if I find them unsatisfactory and, womanlike, broadcast that dissatisfaction.

OU can take it from me that all the swell appliance YOU can take it from the that an the careful training advertising in the world and all the careful training of salesmen never even touches that inarticulate dissatisfaction with an electric appliance which a lot of women experience . . . not through any fault of the appliance itself in most cases, but through their own inexperience, haste, ignorance or bad judgment. When I say inarticulate, I mean that we in the business don't hear about it. We're about the only ones who don't! But the woman's husband does, and he tells his fellow workers in office, store or factory, or on the car going to work, and the woman tells her mother, her mother-inlaw, her best friends and her neighbors, and she mentions it in passing at the church sociable or the bridge club ... and that one little dissatisfaction with a single appliance is like a stone thrown in the water, because it produces countless ripples. And the ripples of dissatisfaction are stronger than our advertising and our merchandising, because Mrs. Smith will sooner believe her next-door neighbor is right than she will believe our advertising or our salesman.

BUT, if the woman with a piece of electric equipment which is not doing its best for her, knows that the central station has a Dorothy Dix department where she can pour her troubles, then that round of talk takes a different turn. Her husband tells his co-workers that the electric company came and showed his wife how to cook a marvelous dinner in their new electric range . . . and his wife's relatives, friends, neighbors and club associates hear all about it, too. That's what Home Service does for the central station from the homemaker's point-of-view.

What about the executive who pays for Home Service? No matter if it's Public Relations, Commer-

cial, Advertising or any other Department . . . the somebody who okehs the cost of a Home Service Department must know is pays, or else there just wouldn't be any Home Service Department. The Public Relations executive who spends five, ten or twenty thousand dollars a year on his Home Service Department knows it pays because of better public relations. He feels that the goodwill engendered by the service and contacts of Home Service are worth the money, regardless of any additional commercial value.

BUT the Commercial executive must see an ultimate dollars-and-cents return on his investment in Home Service. He remembers that while Home Service must be commercially minded in the long run and proceed parallel with the commercial policy of the Company, it is not interested in individual sales. That is, I believe, where the question of how much commercialization a Home Service Department can stand, becomes controversial. One school of thought looks with horror on the idea of any commercial association for Home Service. Another school of thought feels that Home Service should be made to sell. The logical middle course would dictate that Home Service is largely commercial in that it is really selling the proper use of gas and electric service, so that in the long run it is also bound to be responsible for individual sales of the appliances that give these services. Certainly if a Company were putting its energies on selling ranges and electric water heaters, its Home Service Department would also stress these, so that to this extent a Home Service Department must always be commercial. And, as Mr. M. S. Sloan said not long ago . . . "The customer who makes the largest use of electric service is, in all human probability, the best satisfied customer." So there you have the other side of your middle course . . . the public relations side.

No Commercial executive can judge the actual results of a Home Service Department by the number of sales of appliances it makes within a year or any other given period, for individual sales are just a byproduct of Home Service. You cannot judge Home Service like you can mail order advertising . . . definite returns for definite advertisements. Over the course of a year or two or five, you will find that an intelligently-conducted Home Service Department will increase appliance sales by reaching the buying public through graphic demonstrations, thus making it easy for the salesmen and the direct advertising to function. It will keep appliances working, because as soon as something is wrong with anything in her electric equipment, the average housewife will immediately call upon her Home Service Department to find out about it. It insures that very important thing . . . sowing the seed of desire for future use of gas and electric service to an extent not possible immediately. This is demonstrated so often when a women comes in to buy an electric range or refrigerator, and, when asked where she saw the advertisement, says she saw the demonstration six months or a year ago, and now they're making some changes in their kitchen, she thought she'd get the refrigerator or range.

Here are two diversified opinions as to the value of Home Service. Mr. James F. Owens, President Oklahoma Gas and Electric Company, Oklahoma City, Okla...

(Continued on Page 100)

Through Electrical EYES



Thor washers, ironers than any other in the world, he won \$600, a trip to Chi and the trophy which E. C. Goddard, assistant to the president of the H urley Machine Company, is seen handing him. Left to right: R. Nickson, assistant works manager; H. Sullivan, works manager; E. C. Goddard. M. Rothbart.

When "Smiling Thru", the private plane of Harry L. Ogg, president, Automatic Washer Company, visited the Idaho Power Company recently. It was kept busy taking up passengers. Above some of the lucky members of the company who went sky-riding. Assistant general manager K. M. Robinson is third from the left (bottom row) and next to him on the right is L. W. Brainard, sales manager, with his daughter, Betty.

(Below) O. O. Allenderfer (left) who, with A. B. Cunningham, owns, operates the Peoples Electric Store, Medford, Ore., found time also to serve as mayor of that city. Formerly with California-Oregon Power Company, Medford, in 1920 they bought an anemic business. did \$72,000 the first year.



Performance

1,0000

GENERAL ELECTRIC

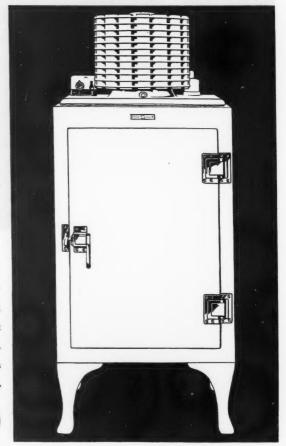
New Low Prices
New Refinements
3 Year Guarantee

now make sales even easier!

SLIDING SHELVES ACID-RESISTING PORCE-LAIN INTERIORS . . . New sliding shelves make food easy-to-

reach. Interiors are porcelain lined, stain and acid resisting. Cabinets are all steel—won't absorb odors, won't warp. Broom-high legs. Simply plug in at any convenience outlet—that's all the installation the General Electric needs. Within the ageless steel walls of the famous Monitor Top, all the mechanism of the General Electric is hermetically sealed—operating in a perpetual, quieting bath of oil.

Join us in the General Electric Program, broadcast every Saturday evening over a nation-wide N. B. C. network.







ELECTRIC

ALL - STEEL REFRIGERATOR

Sold

REFRIGERATORS



IN LESS THAN FOUR YEARS a million people bought General Electric Refrigerators. Performance and performance alone sold them!

- In basic design, in simplicity of operation, the General Electric has always appealed to the refrigeration-wise as the outstanding development in electrical refrigeration.
- Now come three new features to absolutely clinch sales . . . to promote immediate General Electric ownership. New refinements . . . new low prices . . . an all-inclusive 3-Year Guarantee, on each entire model in the whole domestic and commercial lines.

New low terms are now in force, too . . . terms that start as low as \$10 down.

A huge national advertising campaign is educating the public to the advantages of General Electric ownership. A million satisfied owners are boosting General Electrics to their friends . . . telling them of their own experiences in expense-free service. On the crest of this great wave of friendly publicity, the General Electric has swept into a commanding position of leadership.

All-Steel Cabinets

General Electric pioneered the All-Steel Cabinet ... handsome, enduring ... built for a life-time of service. This feature alone has sold thousands of General Electrics. Now new refinements and new low prices will sell even more. But to dealer and consumer alike, this is the final and most convincing point in the General Electric's favor . . . the 3-Year Guarantee that protects both from the worry and expense of maintenance service! Remember this point . . . General Electric Refrigerators sell easily and STAY SOLD! General Electric Company, Electric Refrigeration Department, Section DE6, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio.

GENERAL



ELECTRIC

ALL - STEEL REFRIGERATOR

Electrical Folks



SEABER

From managing Eden washer sales to organizer, president of the Servel Company, Harry G. Seaber returns once more to the washing machine field as assistant to president Walter Conlon of the Conlon Corporation.



Succeeding W. S. Rugg who becomes vice-president in charge of sales, S. M. Kintner, at a recent director's meeting of the Westinghouse Company, was elected vice-president in charge of engineering.



SAMPSELL

President of Central Illinois Public Service Company, second vice-president, N.E.L.A., Marshall E. Sampsell has been elected president of the Society for Electrical Develop-ment. He succeeds Boston Edison's Charles L. Edgar.



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PHELPS

From the sales managership of M. S. Wright & Company (Sweeper-Vac) in Worcester, Sam W. Phelps joined Philco in the east, is now in Seattle, Washington, where he assumes the responsibilities of organizing, managing Philco radio sales for the Northwest.



BACON

Upon the death, recently, of Beverly L. Worden, president of the Cutler-Hammer Company, Mil-waukee, Frank R. Bacon, chairman of the board, was elected president. Office of board chairman was abolished.



WOOD

To more effectively promote the sale of Westinghouse lighting equipment, apparatus, all lighting activities, centered at Cleveland, have been coordinated in a single division under the direction of L. A. S. Wood.



MAGALHAES

Formerly vice-president in charge of engineering for the Hall Electric Heating Company, Philadelphia, Frank V. Magalhaes has been created vice-president and general manager of the company. His the job of furthering the progress of off-peak water heating.



PARKER

President of the Westinghouse Agent Jobber's Association, Karr Parker, for 16 years with McCarthy Bros. & Ford, Buffalo jobbers, re-cently assumed the presidency upon the death of Edmund D. McCarthy. In 1930 his company led all West-inghouse jobbers.



MRS. LUTES

editor, lecturer, authority of home economics, former director of Modern Priscilla Proving Plant, Mrs. Della T. Lutes has joined the Syracuse Washing Machine Corporation as director of the newly-created Easy Home Economics Department. She will be assisted by Miss Ethel A. Wright.



RAY

From the Western Electric Company, the Graybar Company, and for the past three years from his position as vice-president in charge of sales for the R.C.A.-Victor Company, J. L. Ray now comes to General Electric in the newly-created position of manager of Sales, Appliance Division of the Merchandise Department at Bridgaport.



FREED

Former head of the Freed-Eiseman Corporation, more recently executive of Warner Bros. Pictures and United Research Corporation, Lt. Commander Joseph D. R. Freed, U.S.N.R., has been elected president of the Perryman Electric Company, radio tube manufacturers.



McQUISTON

For nearly thirty years in charge of advertising for the Westinghouse Electric & Manufacturing Company, J. C. McQuiston ha amounced his retirement, effective June 1. For him a trip around the world with his wife and daughter.

in the Month's News

Magalhaes Assumes New Responsibilities With Hall Electric Heating

Made Vice-President and General Manager

Frank V. Magalhaes, vice-president in charge of engineering of the Hall Electric Heating Company, Philadelphia, has been appointed vice-president and general manager of the company, accord-ing to a recent announcement by Hall, president. company has been active for the past three years in pioneering and developing in this country the principle of heat storage from electric

energy, used on an off-peak basis.
Mr. Magalhaes came to the Hall
Electric Heating Company with a number of years experience in the central station field. He was with The New York Edison Company for some years in various capacities, having had charge, successively, of several functions in that organization. He had charge of the metering and service work, the distribution system of that company in the Manhattan District, the general testing work, including all main-tenance and electrical testing in the substations, and, for the three years prior to his resignation, he was General Superintendent of the Distribution and Installation Department, in charge of the construction and maintenance of the transmission system of that company, the low tension distribution system in Manhattan, and the motor installation and service work.

Karr Parker Elected President of McCarthy Bros. & Ford

Karr Parker is the newly elected president of McCarthy Bros. & Ford, prominent Westinghouse jobbers, succeeding Edmund D. McCarthy who died recently.

Mr. Parker, as president of the Agent Jobbers Association, is well known in circles of the Company in every department. During 1930.

in every department. During 1930, his organization did the largest business of any Westinghouse jobber, either owned by the Company or independent.

He has been associated with McCarthy Bros. & Ford for the past 16 years, serving in the various capacities of electrical engineer, engineering manager, treasurer and vice-president.

S. M. Kintner Elected Westinghouse Vice-President

S. M. Kintner, who has been Assistant Vice-President of the West-inghouse Electric and Manufactur-ing Company, was elected Vice-President in Charge of Engineering for that company at a recent meet ing of the Board of Directors (held April 29). He succeeds W. S. Rugg, who has been elected Vice-President in Charge of Sales.

Association Island Meeting Set for July 27

Marking the first decade of the Electrical League movement, Camp Cooperation XI, the tenth annual summer conference of leagues will be held at Association Island, Henderson Harbor, New York, July 27th to 31st inclusive. These meetings sponsored by The Society For Electrical Development are held under the auspices of the League

Council. G. W. Weston, secretary-manager of the Electric and Radio Association of Kansas City and chairman of the League Council, will be general chairman of the meeting. J. E. North, president of The Electrical League of Cleveland, is chairman of the Business Program Com-

A. S. Wood to Coordinate Bacon Succeeds to Westinghouse Lighting Activities

All lighting activities of the Westinghouse Electric and Manufacturing Company, which are centered in the Cleveland Works, have been coordinated in one divi-

A. S. Wood.

The grouping of all lighting activities under to meet dwarf arranged in order to more effectively promote the sale of Westinghouse lighting equipment, according to Mr. Wood. This new form of organization completes plans which were made at the time Westinghouse lighting activities were established in Cleveland.

Seaber New Executive of Conlon Corporation

Formerly President of Servel

One of the founders, later vice-president and sales manager of the Brokaw-Eden Company, manufacturers of the Eden electric washer, Harry G. Seaber has recently joined the Conlon Corporation, joined the washer and ironer manufacturers,

washer and froner manufacturers, in the capacity of assistant to presiden Walter Confon.

Since resigning from the Eden Company in 1922, Mr. Seaber's work has been in connection with the organization of the Servel Company, refrigeration manufacturers, whose destinies he controlled in the position of president trolled in the position of president. Selling his interests in the concern in 1926, he has been engaged since then in the development of new electrical devices.

Augustus Curtis Dead

Augustus D. Curtis, president and founder of Curtis Lighting, Inc., died suddenly on April 29th at Beverly Hills, California, at the age of 65. His passing culminates a life devoted to the art and science of illumination, his major contribution being the introduction of indirect lighting and the foundation of a company dedicated to advance-ment of lighting for the aid and protection of human eves.

Benjamin C. Perkins Dies

Mr. Benjamin C. Perkins, vice-president of The Arrow-Hart & Hegeman Electric Co., died May 3, due to a protracted illness.

Cutler-Hammer Presidency

At the annual meeting of Cutler-Hammer, Inc., manufacturers of electric control apparatus, Mil-waukee, Wisconsin, Frank R. waukee, Wisconsin, Frank R. Bacon, former chairman of the board, was elected president to fill the vacancy caused by the death of Beverly L. Worden. The office of chairman of the board was abolished.

At the same meeting, other officers and directors were elected as heers and directors were elected as follows: vice-presidents—F. L. Pierce, J. C. Wilson—treasurer; H. F. Vogt—secretary; W. C. Stevens. Directors elected: F. R. Bacon—F. L. Pierce—J. C. Wilson—H. F. Vogt—W. C. Stevens—T. Johnson Ward, of Cassatt & Company, Philadelphia—Carl A. Johnson president of the Gisholt Mapany, Philadelphia—Carl A. Johnson, president of the Gisholt Machine Co., Madison, Wisconsin—L. A. Lecher, of Bottum, Hudnall, Lecher, McNamara & Michael, Milwaukee, G. S. Crane, general sales manager of Cutler-Hammer, Inc.—E. A. Bacon, vice-president of the First Wisconsin National Bank

Owens Made President of Oklahoma G & E

J. F. Owens was elected president of Oklahoma Gas and Electric Company at a meeting of the board of directors held in Oklahoma City yesterday, it has been announced by John J. O'Brien, president, Standard Gas and Electric Company. Mr. Owens has been vice-president and general manager of Oklahoma Gas and Electric Company since 1918. The office of president has been held by Mr. O'Brien, who is president of Pallaby Engineering and More Engineering and Man-Byllesby agement Corporation and Standard Gas and Electric Company.

Mr. Owens is first vice-president of the National Electric Light Association and for a number of years has taken an active part in the operating, public policy and ad-ministrative committee work of the association.

Brin Heads Pilot Sales

Leon Brin has been appointed general sales manager of the Pilot Radio & Tube Corporation, radio set and tube manufacturers, and will make his headquarters at the company's plant at Lawrence, Mass. Mr. Brin was formerly connected with the DCA-Victor Company at Camden, N. J.

Sampsell New S.E.D. President

Succeeds Charles L. Edgar

Marshall E. Sampsell, president of the Central Illinois Public Service Company, was recently elected president of The Society for Electrical Development by unanimous vote of the S.E.D. Directors. He succeeds Charles L. Edgar, president of The Edison Electric Illuminating Company of Boston, who served as acting president of the Society since February, 1930.

The Society's nominating committee was composed of W. Alton Jones, Chairman, David C. Birdsell, B. W. Clark, Clarence L. Collens, J. Robert Crouse and L. E.

Mayer. In a report addressed to Mr. Edgar, the nominating committee pointed out that Mr. Sampsell "would bring to the position the great advantage of his background of two years' service on the Board of the Society and two years also as chairman of the Commercial National Section, National Electric

Light Association, of which he is now vice-president."

"Mr. Sampsell has been ap-proached," the report continued, and, on the representations of this committee, has consented to serve until June 1, 1932."

Mr. Sampsell is a director of the

Middle West Utilities Company and president of the Central Illi-nois Public Service Company and Wisconsin Power & Light Com-Company, two of its largest subsidiary companies. He has served as president of the Illinois Electric Railway Association and of the Great Lakes Geographic Division of the National Electric Light Association, has been vice-chairman of the Public Relations National Section, chairman of the Commercial National Section and is now second vice-president of the National Electric Light Association.

Broderick to Direct ABC Ironer Business

New Salesmen Appointed

M. J. Broderick, formerly vicepresident and general manager the American Ironing Machine Company, of Chicago, has been placed in charge of the ironer sales division of Altorfer Bros. Company, Peoria, Ill., makers of ABC washers, ironers and electrotables, President Silas H. Altorfer approximates fer announces.

Expansion of the electrotable division of Altorfer Bros. Company, was marked recently by appointment of five additional sales representatives, Frank Williamson, A. R. Byington and N. J. Brandt operating in Middle Western sections, W. C. Woodhouse, New York, and E. B. Sorenson, Pacific

(Continued from Page 59)

HE tables on this page show the purchasing source THE tables on this page show the parameter and discounts on the four appliances—ranges, water heaters, ironers and refrigerators. The majority of companies purchase ranges, refrigerators and ironers through wholesale channels. Water heaters, on the other hand, are mainly bought from manufacturers. It will be noted that a 40 per cent margin applies to the larger proportion of merchandise purchased. There seems little or no sacrifice of margin when these goods are bought from jobbers. Margins hold fairly even whether the merchandise is purchased from manufacturers direct or bought through distributors. It is particularly interesting to note the percentage of purchases through jobbers that are reported as applying on holding company contracts.

HE table of information on the method of paying 1 utility salesmen is important because the utility salesman and his compensation can and frequently do affect the degree to which the cooperative policy between utility and dealers is carried out. A compensation method which makes the salesman entirely dependent on his sales of merchandise cannot fail to introduce a spirit of direct competition with dealers which is not in exact accord with the policies of the company. Salary

(Number of companies reporting these items is indicated)

In addition to discounts listed, thirteen companies receive discounts on balance; for example, 40 and 5 per cent, or 40 and 2 per cent. Three receive 5 per cent additional discount, two from manufacturers, one through holding company contract and one direct and one from jobbers direct; ten receive an additional 2 per cent, two from manufacturers direct and two through holding company contracts, four from jobbers direct and two from jobbers on holding company

contracts.								
RANGES-	N.E.	M.A.	S.E.	E.N.C.	W.N.C	s. w.	Mt.and	
Purchased f	rom†							
Manufacturers.	. 3		1	7	4	1	2	18
	2*		1*	2*	1*			6*
Jobbers	3*	7	4	2	4	4	4	26
	1		4*	2*	1*	3*		13*
Both	3*	1	1*	1			1	5
Discount fr	om†							
	(40) 3- and 3*		(40)-1*	(40)-5	(40)-2 and 1*	(35)-1*	(40)-1	(40)-11 and 5*
Manufactrs.	(50)-1*			(32)-1				(50)-1* (32)-1 (35)-1*
Jobbers	(40)-3*1	(40)-5	(40)-2 and 1	(40)-2	(40)-2	(40)-2*	(40)-5	(40)-17 and 9*
	(50)-1* (30) to 3.	2½ (30)-	* (40)-	* (40)-	l*(40)-I		(30)-2 and 1*
	(30)-1							(50)-1*
	(10)-1							(10)-1

In addition to discounts listed, ten companies receive discounts on balance; for example, 40 and 5, or 40 and 2. Three receive 5 per cent additional discount from manufacturers, two through holding company contracts, one direct; seven receive 2 per cent additional; one from manufacturer direct, four from jobbers

CONERS—								
	N.E.	M.A.	S.E.	E.N.C.	W.N.C.	S.W.	Mt. &	U.S.
Purchased fi	om†						Pac.	
Manufactrs	4	5	2	6	3	1	0	21
	1*		1*	3*	3*			8
Jobbers	. 3	2	4*	3	3	3	6	23
	3*		3	2*	1*	3*		13
Both	2*	1*		1			1	41
	1			1*				3

	2			4		-		20
Both	2*	1*		1			1	4*
	1			1*				3
Discount from	ni							
Manufactrs.	(40)-3* and 2	(40)-2		(40)-4 and 1*	(40)-2	• •	(40)-1	(40)-11 and 4*
		(50)-1		(32)-1				(50)-1
								(32) - 1
Jobbers	(40)-2* and 2	(40)-3	(40)-2* and 1	(40)-3	(40)-2	(40)-2* and 1	(40)-5	(40)-17 and 6
	(10)-1							(10)-1

In addition to discounts listed, four companies receive discounts on balance, one company receives an additional 5 per cent from manufacturer direct; three companies receive 2 per cent additional, two from jobbers, one through holding company contract and one direct, and one from manufacturer on holding company

In addition to the discounts listed, nine companies receive discounts on balance, Two receive 5 per cent additional-one direct from manufacturer and one direct from jobber; six receive an additional 2 per cent, four from jobber direct, one from jobber on holding company contract and one from manufacturer on holding company contract; 10 per cent additional is received by one company purchasing direct from manufacturers.

WATER HEAT	rers-	-						
	N.E.	M.A.	S.E.	E.N.C.	W.N.C.	S.W.	Mt. and	U.S.
Purchased f	rom†						Pac.	
Manufactrs	4	4	2	6	3	3	2	24
	1*		2*	2*				5*
Jobbers	1	4 2 6 3 2* 2* 2 3* 1 3 2 1* 1 1* 1 1 (40)-3 (40)-1 (40)-4 (40)- (33½)-1 (30)-1* (32)-1 (40)-2 (40)1* (40)-2 (40)- and 1 and 1*	3	4	5	13		
			2	1*		2*		6*
	2		1*	1		1		6
Discount fro	mt							
Manufactrs.		(40)-3	(40)-1	(40)-4	(40)-2	(35)-1 and 13	(40)-1	(40)-14 and 1*
	(30)-1	(331)-1	(30)-1*	(32)-1		(40)-1	**	(30)-1 and 1* (35)-1 and 1* (33\frac{1}{3})-1 (32)-1
Jobbers	(40)-2*	(40)-2		, -,	(40)-2	Pac. 3 2 24		
	(10)-1		(30)-1*			(50)-1		
								(10)-1

REFRIGERA	TORS-							
	N.E.	M.A.	S.E.	E.N.C.	W.N.C	. S.W.	Mt. &	U.S.
Purchased	from†						Pac.	
Manufactrs.	4	1	1	4	3	1		14
			1*	3*				4*
Jobbers	. 3*	4	5	2	6	4	4	27
	2		4*	2*	1*	2*	4*	16
Both	3*	2	1*	1				
	1	1*		1*		1*		
Discount from	nt							
Manufactrs.		(40)-1*	(30)-1	(40)-1	(35)-1	(40 to		(40) - 2
	and 2*					50)-1		and 3
	(35)-1*	(30)-1		(30)-1		(30)-1*		(30) - 4
	,	, , ,						and 1
	(30)-1			(30 to				(35)-1
	(, .			35)-1				and 1
				, .				(30 to
								35)-1
Jobbers	(30)-2	(30) - 3				(30)-2*		(30) - 1
00000101111						and 1*		
			(30)-1				(25)-1*	
	(, , , _	(, .	()		(,		, ,	and 3
	(25 to	(29 to	$(27\frac{1}{2})-1$		(30 to		(40)-1	(25)-1
	40)-1	30)-1	(== 2)		40)-1		(/ -	,
					,			(30 to
								40)-1
								(29 to
								30)-1
								(25 to
				• •				40)-1
								(DM1)
								(27)-1
		1.1						(40)-T

*Buy on holding company contract. †Per cent in parentheses followed by number of companies reporting.

plus commission seems to be the favored compensation policy-57 out of 78 companies paying on this basis. Bonus on estimated energy revenue is in effect with a moderate number of companies—16 out of 80 pay such a bonus. These bonus plans vary widely, indicating that experiments along this line have as yet revealed no one particularly successful method.

On an average it appears that the power company stores serve from 5,000 to 12,500 customers. The table shown on page 56 gives 1,743 stores with 1,059 store salesmen. This is explained by the fact that field salesmen are often alternated in store service. The number of demonstrators employed is high; 271 demonstrators for the 1,743 stores. A number of companies make the services of these demonstrators available to the dealers on ranges where customer education is important. In the sectional averages 1,500 to 2,400 customers are served by a single salesman. Wide variations from these averages are shown by individual companies. The larger numbers of customers to a salesman are with the smaller companies servicing scattered territory. In larger communities, where there is a greater concentra-

tion of salesmen, the minimum customers per salesman run consistently between 800 and 900. Some such figure may be taken as a desirable average. Certainly the individual salesman cannot do an adequate job when his prospect list is composed of 21,000 customers. The largest number of customers per field salesman is reported in the Mountain and Pacific regions, with the lowest average number from the East North Central district.

I NFORMATION on campaigns indicates that range and water heater campaigns reach their peak in May and November. Refrigerators last year had their greatest activity in May. December shows a step-up to nearly the July average. Thirty-two per cent of the companies reporting continued their range efforts throughout the year; 27 per cent of the companies reporting carrying through for 1929 and 1930 a continuous refrigeration promotion as well as special campaign activity. One-half of the companies selling water heaters depend on campaigns, and one-half on uniform year-round promotion.

Region ——	N.E.	M.A	S.E.	E.N.C.	W.N.C	s.w	. Mt. and	Pac. U.S.
Annual income of store salesmen (average dollars)-	_							
Maximum	2,200	1,80	0 1,920	2,700	2,100	2,100	1,900	2,700
Minimum	1,000	1,000	1,200	1,000	900	900	1,200	900
Median	1,500	1,20	1,800	1,500	1,500	1,500	1,650	1,500
Annual income of field salesmen (average dollars)								
Maximum	2,800	3,000	0 2,400	2,640	2,700	2,000	2,580	3,000
Minimum	1,500	1,50	0 1,560	1,500	1,500	1,200	2,040	1,200
Median	2,300	1,80	0 2,010	1,950	2,000	1,800	2,400	2,000
Flat salary only (average)								
Companies reporting—yes	1	0	0	0	1	3	0	5
Companies reporting—no		8	9	15	12	8	8	73
Maximum dollars					2,400	2,10	0	2,60
Minimum dollars						1,200		1,20
Median						1,80		
Commission only—								
Companies reporting—yes	5	1	0	3	3	1	1	14
Companies reporting—no	-	7	9	12	10	10	7	63
Maximum per cent		10		18	12	10	10+	18
Minimum per cent				10	10		9†	9
Median per cent	10			10				
Salary + Commission								
	8	6	9	12	8	7	7	57
Companies reporting—yes		2	0	3	5	4	1	21
Companies reporting—no		_		3.300+5	3.600+10	2.100+10	2.100+10-12	-
Maximum dollars and per cent (annual)	2,340+15	2,080+small commission			3,000+10	2,100+10	2,100+10-12	3,000+10
transmitting domains and per conv (difficulty)	2,340+15	900+10	600 + 10	and 7½ 900+20	1,500+15	1,980 + 20	1,800+115	1,980 + 20
Water land to the	720+6*	600 + 10	300+5-10	600+8-	600 + 6 - 14	300+10	4,800 + 8 - 12	300+5-10
Minimum dollars and per cent (annual)	and 10 1,375+5	1,200+2	900+5	10-12 600-1,800	1,200+5	1,500-2,100	1,200+¶5	1,200+2
				+4		+5		
Bonus on estimated energy revenue— Companies reporting—yes	3	2	5	1	3	1	1	16
	11	8	4	14	10	10	7	64
Companies reporting—no	* *		T31 - 4 - 3	81% increas			-	
Bases of bonus	0		Flat bonus		e \$1 per kv	٧.	Ranges \$2 Refrigerators	
un		connected.		Domestic			Water heaters	
pe	r kwhr.		above first	Revenue 4%			water neaters .	**
			\$2,000 sales 1	commercial and flat rate				
			cent per kw	revenue.				
Salary or commission + bonus—								
Companies reporting—yes	0a	1a			1e			
Companies reporting—no		78			12e			
Companies reporting—no	1 40	*6			140			

a Salary only and bonus.

c 2 per cent commission only and bonus.

⁶ per cent on first \$1,000 per month. 10 per cent on balance of monthly sales

⁹ per cent on time payments; 10 per cent on cash sales.

⁵ per cent first six sales per month.

¹⁰ per cent next two sales per month. 15 per cent for each one over first eight sales on refrigerators only.

whom we were able to get exact figures on the results obtained in so short a period.

One thing they have in common—whether they have been in effect three months or three years—range sales in the territory served by the company have shown marked increases. In most cases they show that the dealer, as an active selling agent, is getting more and more into the picture as a legitimate and profitable outlet for range business. In addition, they show that where range business is increasing, where markets are being created which existed previously in only a limited sense, that the contractor is being benefited by a proportional increase in the number of wiring jobs available.

Which brings us back to the Electragists and their resolution condemning "free wiring" as being against the best interests of the contracting group.

Adopted in good faith, it undoubtedly reflects the thinking of a large number of men in the industry who look to wiring and installation work for their livelihood. It is their interests, after all, which they are taking into consideration in their resolution and it would be fatuous to assume that they were prepared to legislate against their own bread and butter. The trouble may lie in their unwillingness to believe in the good faith of the power companies—a feeling that any policy which works so simply, so directly, must, of necessity, have strings attached to it. This feeling was brought out in a letter we received from F. J. Malby, business manager, Winnipeg Hydro Electric System (Case No. 11). Says Mr. Malby:

"However, in spite of our efforts to cooperate with the dealers, there are still one or two who consider the whole thing is unethical and that we are always doing something that is not in the best interests of the trade. Yet we have undoubtedly produced a lot of business for Winnipeg this year which would not have been forthcoming if this campaign had not been put on, for there have been at least 700 wiring jobs issued to private contractors during the last six weeks and we confidently expect that before the campaign is over there will be at least 2,000 new installations, every one of which means new wiring for the industry."

On the other hand, the thinking of many of the electragists may have been influenced by the fact that they had no direct experience with the range service extension policy in their own territories and were not in a position to arrive at any adequate estimate of exactly what the policy would mean to them in additional wiring business.

We asked some contractors in the territory being served by one company that has the policy in effect, whether the allowance made was sufficient and whether his business had been increased. In general, the replies received show the contractor dealer benefiting under these policies. We quote from two contractors' letters:

"The allowance made by the power company is fair for territory situated in cities and towns but does not work out too well in the country towns where there are many houses. . . .

"I feel that the allowance of the power companies has increased the sale of ranges in this territory to some extent in that it has tended to establish a uniform price for all installations of each respective range."

Another contractor-dealer who has had three years experience with the range service extension policy, savs:

"I am positive that the adoption of the power company's policy of absorbing this installation charge has caused a decided increase in the business of the electric contractors in this territory. The sale of electric ranges in any volume was impossible until this policy was adopted. Since the adoption of this policy our sales of electric ranges have increased each year, and by following the regular Sale Promotion Program this business is of a very profitable nature.

"I find that when a customer has once installed a range he feels the necessity of using additional electric appliances, and in many cases I receive orders for additional circuits and convenience outlets very shortly after the range is installed.

"As the number of ranges increase I find a decided tendency on the part of the contractors and builders to wire for electric ranges when building, and also a decided tendency to increase the amount of wiring in their houses."

Home Service—The Dorothy Dix of the Industry—(Continued from page 92)

believes in Home Service as a public relations asset. He

says:
 "Home Service has a real place in the utility business.
A utility is distinctly a Home Service organization, dealing directly with the homes which it serves.

"Our Home Service Department brings about a greater and more diversified use of electric energy in the home. It helps us to reach the hearts of the people and we, therefore, have a more thorough understanding, on their part, of the policies and aims of our industry and the job we have to do.

"The desirable relations of our company with its customers depend upon the satisfaction of those customers with the service we give.

"Home Service gets the facts and interprets them to our public. It contributes greatly to the good of our company and of our customers."

Mr. George E. Whitwell, Vice-President in Charge of Sales, Philadelphia Electric Company, Philadelphia,

Pa., believes in Home Service as a commercial asset, and this is what he says:

"Any Home Service Department can be justified only if it accomplishes two objects: first, the creation of good will, acting largely for the company as the housewife's representative—working with and for her; second, definitely increasing the sale and use of electricity and of electrical appliances in the home.

"The accomplishment of the first will do much to bring about the achievement of the second. But this is not enough. It seems to me that without directly commercializing home service work and without changing the department from that which it is—a service organization—home service workers must keep definitely in mind at all times that home electric use is comparatively sold. With this point-of-view, these workers are in an enviable position, enabling them to sell in a manner that goes beyond the limits which surround the creation of good will alone."



You'll getsthe whole story at Atlantic City! ... but why wait?

ERE'S a preview of the range you'll see enthroned at Atlantic City—the sensational Model KE Estate. It's the range that takes the walking out of cooking. The range that puts the talking into selling!

You can almost see yourself in the silvery, stainless work-table top. And you can see sure-sales features all the way down to the adjustable legs. Two roomy utensil drawers, one completely equipped. A broiler that slides out like a cabinet drawer, adjustable by turning the handle. Single switch oven control. Balanced oven heat. Choice of cool green, mellow ivory and pure white enamel.

Yet Model KE is only one of five handsome new models which comprise the 1931 Estate Line. See them all at Atlantic City. But don't wait for that. Write, right now, for the handsome, new album of Estate Electrics, which is a catalog and consumer sales presentation, all in one. The Estate Stove Company, Hamilton, Ohio. Branches in New York, Boston, San Francisco, Minneapolis, Portland (Oregon).

The New Model K

Estate



ELECTRIC RANGE



10,000 Women

Personally Interviewed, told us they wanted these 30 advantages:

Flat Top—this can be used as an extra pantry shelf. Unit Above Food Compartment—for economy—but concealed for beauty. Quiet Operation—due to elimination of vibration. No Vibration because of spring-mounted rotary type compressor. Convenient Temperature Regulator—five freezing speeds. Eighty-four Ice Cubes—8½ lbs.—at one freezing. Defrosting Switch is combined with temperature regulator on escutcheon plate. Pyroxalin Lacquer Exterior—durable—non-chipping. Hermetically Sealed Unit—safe—dirt-proof—trouble-proof. Fingertip Latch Operation—opening and closing easily.

New Beauty of cabinet - All-Steel-welded construction. Air Circulation is positive and refrigerator may be placed in recess or under shelves. No Belts-gears-pistons or stuffing boxes. Moisture-Proof Insulation. Even Temperature-food preservation. Entirely Self-Contained. Massive Single Door-opening right or left. Bakelite Facing—on door and compartment edges. Free Swinging Door—large bearings—long life. Chromium Alloy Hardware—stainless. Double Depth Tray—frozen desserts. Self-Closing Door—protects ice-cube trays. Lower Operating Cost_simple mechanism. Latch Design-cannot catch clothing. Cut Back Lower Shelf. Glider Type Shelves. Porcelain on Steel - interior finish. Broom-High Legs—easy cleaning beneath. Continuous Bath of Oil-Prevents wear.



GHTY MONARCH

Dependabilitu FAIR PRICE

the sales features you've wanted in this great new Majestic product

the profits of the refrigeration industry's greatest year and have looked over leading lines only to find an essential feature erator. Three sizes . . . 4, 5 and 7 cubic missing, will find that Majestic has put behind its line of refrigerators ALL of the sales advantages which aggressive re- up, F. O. B. factory.

tailers know from long experience are necessary to successful merchandising.

The same sales policies and knowledge of retailers' problems which made Majestic Radio

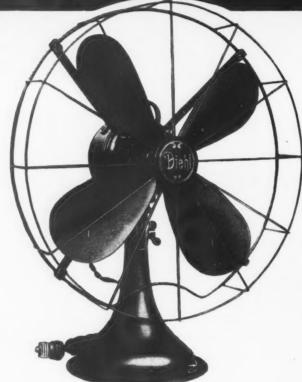
Dealers who have wanted to share in such a spectacular success — 2,500,000 sets in 2½ years—have been provided for the new product . . . Majestic Refrigfeet ... having shelf areas of $7\frac{1}{4}$, $8\frac{1}{2}$ and 10 square feet . . . priced at \$169.50 and

> A few extremely desirable territories are still open. If you do not know the Majestic Distributor handling your territory, wire or write the factory AT ONCE.









ON'T wait until hot weather arrives before arranging to secure an adequate supply of Diehl Fan Sales Helps.

These attractive selling aids, when properly put to use, will work wonders in moving fan stocks and helping you attain record fan profits—but they must be on the job before the mercury starts to climb!

Window displays, booklets, stuffers, counter cards, cuts, mats, etc.—all are yours for the asking. Get in touch with your jobber now and tell him what you need.

DIEHL MANUFACTURING COMPANY

THE SINGER MANUFACTURING COMPANY Elizabethport, N. J.

Atlanta

Chicago New York Boston

Columbus

Dallas

DIEHL









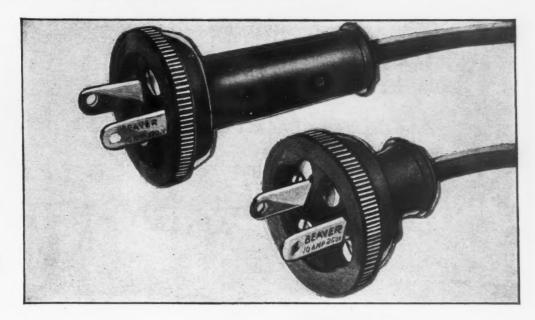








In times like these, the buy-word is . . .



QUALITY

... and MONEY'S WORTH is what the public demands. Price arguments have had their day. Although people still shop cannily, today a retailer has to show more reason than a few pennies saved, really to MOVE over-the-counter electric specialties.

Downright, self-evident QUAL-ITY in the materials is what counts most . . . and you merchants can cash in now with BEAVER, the smart line and the truly FINE line.

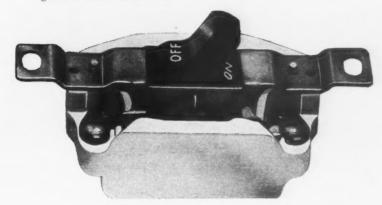
You know our reputation, our background. BEAVER products are the results of brains, resources and patient effort to sense what the public wants, then give it to them.

Concentrate on a line you can trust.

Two New SOFT RUBBER HANDLE CAPS

J-728 . . . Long-handled J-628 Short-handled 3/16" . . . 9/32" . . . 21/64" . . . 13/32"

Four different thicknesses of cord may be fitted to either of these sturdy new, soft rubber handle caps, decided improvements on the best that even BEAVER has previously developed. Samples will tell you at a glance how these are BETTER.



WALL TOGGLE

A sturdy 10-amp., 125-volt switch, quick and sure, simple, its directions plainly marked. Send for a sample of this typical BEAVER newcomer.

W-21... One-way
W-22... Two-way

W-23 . . . Three-way

BEAVER

Manufacturing Company
625 North Third Street
Newark, New Jersey

has added B E A U TY to Efficiency and Convenience through Dainty Colored Enamels

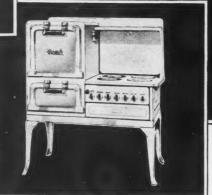
MODEL 68E

For families with unusually large cooking requirements. Two 18 inch ovens and six surface units. Temperature control standard equipment. Time control optional.

Here are a few of the popular Models in a line offering the widest range of sizes. styles and prices

MODEL 26E

Same as 16E with addition of auxiliary oven for light baking and broiling.



MODEL 16E

Offered in both 16 and 18 inch oven, on either right or left-hand side. Oven aluminum lined with finest asbestos cell insulation.



THE MODERNIQUE

A sensationally new design in two-tone green with marbleized top. Left-hand door slips back, out of the way, exposing switch panel. Time control optional.

Color is King! It exerts a powerful influence on sales MONARCHS sell because they are known for QUALITY... and because they are MODERN. Dainty Nile-Green and Ivory-Tan enamels appeal instantly to particular women. Practical developments in style and equipment offer conveniences found only in the Monarch line. A wide range of sizes and prices satisfy the requirements of every kitchen. Effective merchandising helps and the Monarch Practical Payment Plan, available to every dealer, make Monarch the profitable electric range to handle. Send for our new catalog and see for yourself!

MALLEABLE IRON RANGE CO., BEAVER DAM, WISCONSIN





ANINDUSTRY'S OLDEST FRIENDSHIP

An Appreciation



EVENTEEN YEARS ago an infant industry joined hands in partnership with another industry, old and firmly established, for the development of a new idea... an idea of tremendous and far-reaching importance to both. Kelvinator, groping through a haze of indifference toward the new and little understood electric refrigeration, was laboriously building a market for its product. A few Central Stations... determined to take the future of their own industry into their own hands... were pioneering the idea of merchandising power consuming household equipment through departments of their own.

These latter, able and willing to devote time, effort and money to the development of a volume market ten years away, were the first to see that electric refrigeration was the greatest potential builder of domestic load that had yet appeared. They extended a welcoming hand of friendship. Kelvinator, recognizing even then the largest single outlet that would develop for electric refrigeration, shaped its policies right from the start in accordance with the advice of Central Station men. The earliest of these policies provided for a direct relationship between the Public Utility and the Kelvinator factory without any intervening step.

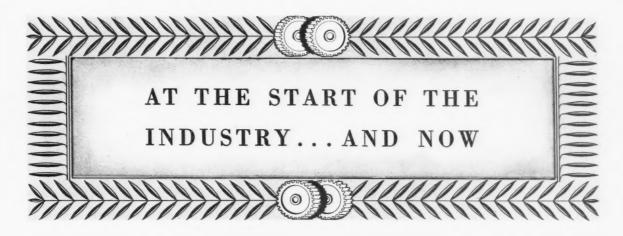
SO BEGAN THE INDUSTRY'S FRIENDSHIP

For the early encouragement and continued good will extended as both electric refrigeration and Central Station merchandising developed, Kelvinator renders grateful acknowledgment. With both now grown to full maturity, we believe it fitting to tell how our past efforts, present policies and future plans have been and will be shaped in accordance with the advice and needs of Public Utilities.

KELVINATOR, THE PRODUCT

From the beginning we have recognized the fact that, in Public Utility thinking, no short-sighted seeking for immediate merchandising profit will ever outweigh the building of permanent public good will. We are building refrigerators that will maintain that good will.

Refusing to deviate from definite standards of engineering and construction, we have never been stampeded into the purely price market. Instead, we have developed improvements . . . such sound innovations as 4-Zone Cold, automatically maintained; Isothermic Tubes; quick freezing under perfect automatic control; and other exclusive Kelvinator features. These result not only in quickened sales, but later in that superlative kind of satisfaction that is without price.



KELVINATOR'S MARKET

We have recognized the fact that the market for power is not limited by the possession or lack of wealth or social standing. We have made the Kelvinator line broad in its appeal—broad enough to include any market that can be reached with a copper wire. While continuing to cater to the constant quality market with the De Luxe and Standard lines, we have also been first to design and build a model of standard quality that is "universally" priced.

We have said that we refused to be stampeded by price. Nor have we. For in the Yukon, listing at \$174.50, we have produced a model built from the ground up according to Kelvinator standards, rather than one cheapened to meet a price. It is factory efficiency and manufacturing economy that have resulted in this price.

THE KELVINATOR ORGANIZATION

Because Kelvinator has worked more closely with Central Stations than has any other manufacturer, we have built up an organization which thinks "that way." It is flexible. Cooperative sales plans for one organization can be laid out and executed quickly and with precision. A request from another organization for special effort at a definite time finds us prepared to act. The Kelvinator staff is not a routine, standardized mechanism, but a human, thinking, mobile force of men who are at all times prepared to throw extra energy into any district where the merchandising vision of the Central Station suggests its advisability.

THE KELVINATOR INSTITUTION

We have the most modern plant in the industry today. It is one of the finest in *all* industry. Designed and built for this purpose alone, it has resulted in manufacturing efficiency and economies that those who know Kelvinator fully appreciate. Strong financially, with a background of pride in craftsmanship, we like to think of Kelvinator as just a little more of a mellowed institution than exists elsewhere.

Having grown up with Central Station merchandising, it is only natural that the sound policies behind Utility activities should have permeated our own business. We believe that they have made the Kelvinator franchise a little better, a little more desirable, a little more profitable, than any other in this field. For the future, we pledge ourselves to a continuance of these aims, and to the maintenance of An Industry's Oldest Friendship on a firmer basis than ever before.

KELVINATOR CORPORATION





THE KELVINATOR DE LUXE MODEL

The De Luxe Model is Kelvinator's *finest*—the most noteworthy achievement of a group of engineers who have, during the past seventeen years, written many brilliant pages of electric refrigeration history

The De Luxe Model is available in five sizes—six, eight, eleven, fourteen, and twenty-two cubic feet.

HE THAT HATH A THOUSAND FRIES





THE KELVINATOR STANDARD MODEL

The Standard Models make up Kelvinator's middle-priced line. Finished in a soft gray with white trim, and with single doors, they possess the same mechanical features and quality that mark the De Luxe Models.

The Standard Model is available in four sizes—four, five, seven, and nine cubic feet.

S HATH NOT A FRIEND TOO MANY





THE KELVINATOR YUKON MODEL

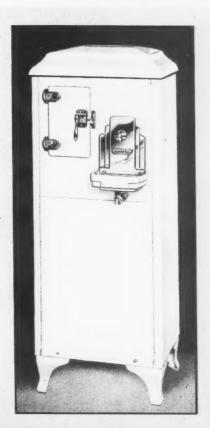
In the Yukon Model, Kelvinator brings quality electric refrigeration to the low-priced field—and, at the same time, rounds out the most complete line, covering every price and class market, in the refrigeration industry today

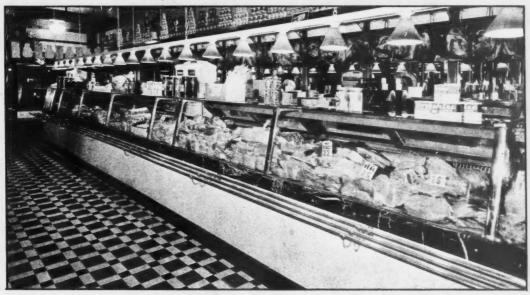
The Kelvinator Yukon is available in five and seven cubic feet sizes.



KELVINATOR WATER COOLERS

Kelvinator Water Coolers supply modern business with pure, healthful water. The complete line of Coolers, in both bottle and pressure types, and a wide variety of water cooling equipment, for every type of installation, represent a proved loadbuilder of extreme importance





KELVINATOR COMMERCIAL EQUIPMENT

No other manufacturer in the industry offers a more complete line of Commercial Equipment than Kelvinator. Thirty different Condensing Units provide a type and size for every refrigeration requirement. Kelvinator Cooling Units include the Cross Fin Coil, the Submersion Type Coil, and the Deep Fin type. With this complete line of equipment every prospect for electric refrigeration is a Kelvinator prospect—a potential load-builder



The Detroit Factory and Administration Building covers 15 acres, has nearly three-quarters of a million square feet of floor space, and represents an investment of \$6,000,000 in plant and equipment.



The illustration above shows the Kelvinator Cabinet factory and the largest porcelain plant in the industry, located at Grand Rapids, Michigan

The Kelvinator factory at London, Ontario, is shown above. A factory of approximately the same size is located at London, England

The mammoth Kelvinator factories, both here and abroad, build nothing but refrigeration equipment. From the small one-story building of seventeen years ago, they have grown to their present proportions through a steadfast adherence to a single ideal.

KELVINATOR CORPORATION

14249 Plymouth Road
DETROIT - MICHIGAN

Kelvinator of Canada, Ltd., London, Ontario

Kelvinator Limited, London, England





Our 1932, starts July 1st

THERE'S a great national guessing contest going on. The burning question is—what's going to happen in the last six months of 1931? Business in general is just now sitting on the edge of its chair—spyglass in hand—peering through what seems to be the dying remnants of the "big blow".

Many businesses we know of will continue to sit—through July, August, September, October, November, December—watching hopefully for the signs that indi-

cate complete economic recovery. Once in a while they'll polish off the spyglass—strain a little harder to see over the horizon—take another guess about what's going to happen—and continue hoping. All the time planning really to get started next January 1st.

Perhaps you think we're trying to be funny. You're dead wrong. We were never more serious in our lives. This business of waiting six months to see what's going to happen is the great tragedy in the present situation.

When manufacturers hesitate—dealers must hesitate. And hesitating today is expensive business for dealers.

A leading economist said a few weeks ago—"American business will be back to normal months before we are willing to admit it."

As far as the Hurley Machine Company

is concerned—and its dealers—business is on its feet right now.

And here's what we're going to do about these last six months. We're going to wipe them off the calendar! We're going to take no chances with them. We're going to make our plans starting July 1, exactly as if we were starting next January 1st. We're going to operate as if these six months with all their misgivings—and all their doubts—were passed and gone. It's January 1st for us and our dealers—and our

plans are moved up exactly six months. Now just what does that mean concretely?

It means we have been working for three months on a plan that will bring to our dealers an entirely new conception of washer and ironer selling — July 1st — not January 1st.

It means our entire January first activity —improvement of models—sales help—advertising—will be started six months ahead of time.

This plan has but one purpose—to increase net profits for Thor dealers. That has always been our policy. Every detail of our new plan is designed to do just that.

And so to every Thor dealer we say—clear the decks for 1932 action. Your 1932 starts July first—this year.

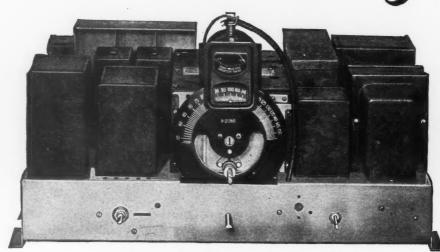
To those who are not Thor dealers—write us today for complete details of Thor's new plan for increased dealer profit.



DIVERSITY of the Stromberg-



No. 19 Superheterodyne Receiver, 60 cycle. Price, complete with tubes, East of Rockies \$195



Superheterodyne chassis used in the finest Stromberg-Carlson models of this circuit.



No. 20 Superheterodyne Receiver, 60 cycle. Price, complete with tubes, East of Rockies \$225

CIRCUITS: Tuned Radio Frequency and Non-Radiating Superheterodyne.

MODELS: A.C. and D.C.

CABINETS: Simple and more decorative—Mahogany and Walnut—with doors and without doors.

TYPES: Radio alone—Automatic Record Changing Combination—Radio Convertible into Radio-Phonograph.

PRICES: Ranging from \$195 to \$645.

"There is nothing finer than a Stromberg-Carlson"

The new and revolutionary merchandising plan behind the new Stromberg-Carlson franchise offers features never before applied to radio merchandising. You will want to know the novel details of this *original* plan. Write for them.

Listen to the Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast of the Rochester Civic Orchestra over the N B C Blue Network and Associated Stations.



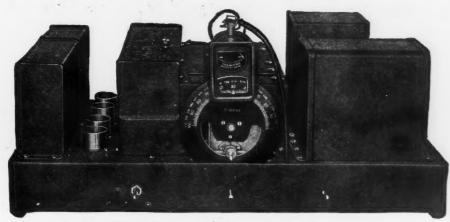
No. 22 Superheterodyne Receiver, 60 cycle. Price, complete with tubes, East of Rockies . \$375



Stromberg-Carlson



CHOICE Marks Carlson Sine.



T. R. F. chassis used in the finest Stromberg-Carlson models of this circuit.

HAVING what the public wants, presents no problems to Stromberg-Carlson dealers. If some households prefer the pinnacle of attainment in radio tone quality, with easy tuning in of the best stations and the finest programs—Stromberg-Carlson T. R. F. Receivers give it.

If others prefer the finest tone compatible with the utmost selectivity and skilled tuning in of remote stations close together on the dial yet miles apart geographically—Stromberg-Carlson Telephone - Built Superheterodynes, completely free of radiation—give it.

If some want A. C. operation, some D. C. operation, some convertible models, others again automatic phonograph combinations—they need look no farther than Stromberg-Carlson. Preferences in simple or more decorative cabinets, in either walnut or mahogany—every Stromberg-Carlson dealer can meet.

If some desire to pay, for the finest make of radio, as little as \$195 and others, for radio's most luxurious model, over \$600—either can choose a price within the Stromberg-Carlson line.

Possessing such variety of circuits, models, types and prices, Stromberg-Carlson dealers do not have all their eggs in one basket—a fact more vital in 1931 than in any other year in radio. In our judgment, no radical changes in the radio art threatens the owner of one of these Stromberg-Carlsons. Nowhere in radio are the fundamentals so perfected as in this Stromberg-Carlson stabilized line of T. R. F. and Non-Radiating Superheterodyne radios.

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.



No. 10 T. R. F. Receiver, 60 cycle. Price \$259.00 Tubes . . . 12.35 *Total . . . \$271.35 (Also made for D. C. Areas)



No. 11 T.R. F. Receiver, 60 cycle. Price \$285.00 Tubes . . . \$297.35 *Total . . . \$297.35



No. 12 T. R. F. Receiver, 60 cycle. Price \$355.00 Tubes . . . 15.65 *Total . . . \$370.65



Record Receiver, 60 cycle.

Price, . . . \$645.00

Tubes . . . 15.65

*Total . . . \$660.65

Prices quoted are East of Rockie



Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS



193

Della J. Lutes HOME ECONOMICS



Della T. Lutes, Director

For the past seven years, Mrs. Lutes has been the housekeeping editor of Modern Priscilla Magazine and Director of the Priscilla Proving Plant where her work has been recognised as an outstanding contribution to house-making. Today, she is known throughout the country not only as an editor and writer but as an authority on household topics.

devoted exclusively to home laundry problems

With the announcement of the new EASY Home Economics Department, a new and remarkable service becomes available to the housewives and washing machine dealers of America.

This new department is the first of its kind ever established by any washing machine manufacturer—backed by a nationally recognized authority on home economics.

Della T. Lutes, Director of the new EASY Home Economics Department, is one of America's foremost editors, lecturers and authorities on home economics.

Ethel A. Wright, Assistant Director, is a magazine writer of note and an authority on subjects pertaining to the home.

Under their personal supervision, the new EASY Home Economics Department will be devoted to—

- 1. An analytical study of the actual use of washers and ironers in the home.
- 2. Serving housewives by the distribution of information on the best washing methods with not only the EASY but all washers.
- 3. Acting as a consultant bureau to all Home Service and Home Economics workers throughout the nation.

Ethel A. Wright, Assistant Director

This well-known writer has been associated with women's magazines for many years as a consultant on all things pertaining to the home. Her personality, training and experience make

Heads New EASY DEPARTMENT...

This new expert service is available to you. Use it. Consult Mrs. Lutes on any washing problem. She will gladly answer letters from anybody seeking authoritative information on home laundering in general and home laundering with the EASY Washer and Ironer in particular.

This new Home Economics Department is just one more example of the basic soundness of all EASY merchandising plans. EASY never does anything halfway. If an opportunity arises to give more service, EASY always gives the best—regardless of cost. And the same is true of EASY merchandise.

Today, the EASY franchise offers by far the greatest business-building opportunity in the washing machine field.

EASY gives you the only complete line—from a low-priced model to meet "over the counter" competition to models that surpass all others in saving time and labor—with visible extra advantages to justify each increase in price.

That's why EASY dealers can step-up so-called price buyers to more profitable washers. That's why they are selling more \$165 washers than ever before. That's why they are making greater profits in 1931.

Get the facts on this big opportunity. Write today for full information on the EASY franchise.

SYRACUSE WASHING MACHINE CORPORATION
Syracuse, New York



EASY WASHERS
& IRONERS



is a year 'round seller



and

WAFFLEMASTER

is, too

Like Toastmaster, Wafflemaster sells the year 'round. Completely automatic, single lever operation. Makes absolutely uniform waffles, any color wanted, and keeps them warm till ready to eat. List price—\$14.50.

Toastmaster "pops up the toast" and shuts off current when toast is done. Uses current only



when making toast.
The most economical
of toasters. Only one
lever to operate.
700,000 in use. Makes
better toast—Toastmaster Toast. List
price—1-slice, \$12.50
—2-slice, \$17.50.

TOASTMASTER is more than one of the fastest selling electric appliances on the market. It is one of the few that sells the year 'round. Because Toastmaster Toast is as welcome in July as it is in December, Toastmaster sells in satisfactory volume every month of the year. Take advantage of this steady sale to build yourself a profit this summer. Don't miss sales to which you are entitled. Keep your stocks up and put Toastmaster in your window and on your counter. No electrical product better merits or rewards your sales effort.

WATERS-GENTER COMPANY, Minneapolis, Minn.

A Division of McGraw Electric Company

Distributed in Canada by the Canadian General Electric Co.

At the NELA Convention — June 8-12 Visit the Toastmaster Booth — No. 322

TOASTMASTER

AUTOMATIC ELECTRIC TOASTER

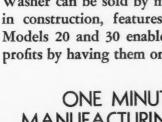


MODEL L LATEST ADDITION TO A GREAT LINE OF QUAL **NASHERS**

Eye appeal—quality—low price. Here's a real value leader for your Washer Department. A genuine "One Minute" priced to meet and beat competition—a machine that you can back to the limit—a machine that won't keep you busy making costly service calls when it gets into the hands of the user. Full Porcelain Tub -Full Capacity-No skimping in size or quality-A great Washer-An amazing price.





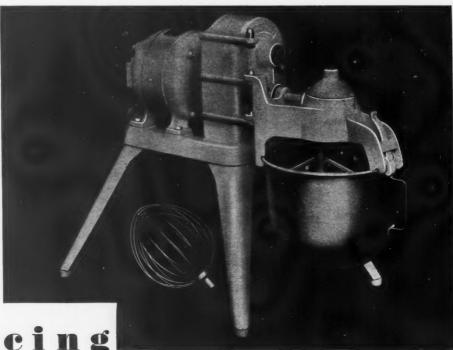


One Minute offers the dealer a complete line of Quality Washing Machines. In the low priced field there is the Model "L". In the medium priced field the Model 20 and in the fine Washer field the Model 30. Why be satisfied with the small margin of profit on low priced machines, when many times a higher priced Washer can be sold by merely showing prospects the difference in construction, features and lasting qualities. One Minute Models 20 and 30 enable you to pocket many dollars in extra profits by having them on display.

ONE	MINUTE	Market II	
ANHEA	CTURING	CO	ONE MINUT
IMIUEM	CIURIING	CO:	37 I T

DFPT. EM. NEWTON, IOWA E MFG. COMPANY,

Send prices, and complete information on your new Low Priced Model "L". Also Models 20 and 30.



Announcing

ELECTRIC FOOD PREPARER



In the Merryway Floor Cabinet, at-tachments are hung on three doors which swing outward—bringing in-stantly to hand the attachment wanted without groping or disturbing other attachments.



The Merryway De-Luxe Cabinet with wall bracket mounted unit may be hung on the wall or fastened to a table. Each attachment is conveniently located and readily accessible.

A food preparer for the home that is powerful enough to do the work of a small restaurant, bakery or institution, yet so compact and comparatively low in price that it meets perfectly every requirement of the modern kitchen. Prepares many food delicacies that are impractical by

hand methods and does almost automatically a multitude of the tiresome tasks in the preparation of meals.

The MERRYWAY is powered by a one-sixth horsepower General Electric motor, driving through gears mounted on oil-less bearings to two power outlets. Attachments are slipped over hinge pins or into a socket with a spring catch to lock automatically in proper operating position.

> See Merryway at Booth No. 215-217, N.E.L.A. Convention, Atlantic City



ERRYWAY **COMPANY**

Poughkeepsie, New York New York Office-50 East 42nd Street, N. Y. A Product of Hoe Corporation



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A

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TI

Includes-

Table Model Merryway, Mixing Bowl Support, 5-Quart Bowl, Wire Whip and Aluminum Beater

(N) ERRYWAY

with its attachments

- -Slices, grates and shreds
- fruits and vegetables.
 -Chops and minces food, coarse or fine.
- Extracts fruit juices.
- -Strains fruits and vegetables.
 -Blends mayonnaise.
 -Whips cream.
 -Grinds coffee.

- Freezes ice cream.

 Beats and mixes food ingredients. Shells peas and lima
- beans.
- -Crushes ice.

Amazing New Principle!

Cinderella

ELECTRIC

DISH WASHER

Here at last is a safe, practical principle...no moving agitators ... no troublesome racks... and a low price within reach of all ...

\$127<u>50</u>

NOW the famous Black & Decker "Vacuum-Action" principle (so successful in the Cinderella Electric Clothes Washer) has been applied to the tiresome, thricea-day task of washing dishes. And with wonderful results!

Here at last is an automatic dish-washing principle that is entirely safe and entirely practical—because it employs no moving agitators of any kind. The amazing "Vacuum-Action" makes air, suds and water do all the work. It keeps the water and suds constantly swirling between and around the dishes in every direction, washing away all the food particles and grease in a jiffy.

The Cinderella Dish Washer employs a new and unique principle of rinsing—the rinse water being pumped out as it flows down off the dishes, so that the dishes are constantly being rinsed in fresh, clear, running hot water. This rinsing principle is exactly comparable to pouring a kettle of hot water over a rack of dishes in a kitchen sink.

NO DISHES TO DRY: In perfect draining position, and having been rinsed in hot running water, the dishes dry in the washer in a few minutes after the lid is removed. The chromium plated lid serves as a handy tray for carrying dishes.

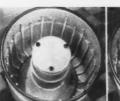




NO CLEANING NEEDED: When the dishes are removed, there are no trouble-some racks or other parts to clean. The Cinderellais "self-cleaning" and is as spotless as the dishes themselves. Easily detached from the faucet, it rolls out of the way under the sink.



Beautifully finished in porcelain enamel and chromium. Simple in mechanical operation as an electric fan. Sturdily built throughout for lifetime service.







SAFETY: No racks or other troublesome separate parts. No moving agitators of any kind. No danger of breakage. Safe for the finest china and glassware.

SIMPLICITY: Dishes are simply stacked around the large center post, which contains fully enclosed "Vacuum-Action" unit. Uses any standard flakes or powdered soap.

CAPACITY: Ready to put on the lid and start running. The Cinderella holds all the dishes, knives, forks, etc., for the average meal of a family of six.

M

Small wonder that the dishes—and the washer itself—literally sparkle with cleanliness. Being in perfect draining position, the dishes dry in the washer in a few minutes after the lid is removed.

The new Cinderella Dish Washer meets a real need in every home, saving time, saving work, and bringing freedom from a disagreeable task three times a day—1095 times a year! Get full details of our attractive dealer proposition. Mail the coupon now.

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Black & Decker Mfg. Co. 600 Pennsylvania Avenue

Towson, Maryland

Please send full information about your attractive dealer proposition on the Cinderella Dish Washer to:

Name _____

It Draws the Crowds!

Cinderella Glass Demonstrators Prove Big Help in Making Sales



Cinderella \$3750 Electric Clothes Washer

V/INDOW demonstration marvelous attraction. Sales increasing. Cinderella Washers are washing away the bad times for us." That is what one dealer wrote about the Cinderella Glass Demonstrator. And similar enthusiastic letters are coming in every day.

Cinderella's low price of \$37.50 appeals to thousands of women who couldn't afford a washer before. Cinderella's amazing new "Vacuum-Action" principle, which does away with moving parts, appeals to thousands of women who have been unwilling to trust their clothes to washers with agitators of one kind or another that thrash about inside. Cinderella's handy size and light weight appeal to thousands of women for whom a large, heavy washer

BLACK & DECKER Black & Decker Mfg. Co. 600 Pennsylvania, Ave. Towson, Maryland Please send full details of the sales plan on the Cinderella Electric Clothes Washer. would be entirely impractical. Don't wait any longer. Mail the coupon for full details of the profitmaking Sales Plan on the Cinderella Electric Clothes Washer.

Cinderella is a product of The Black & Decker Mfg. Co., Towson, Md., World's Largest Manufacturer of Portable Electric Tools. Mail the coupon for full information now.



Just plug Cinderella in any electric outlet and it does the washing in a jiffy— for only one cent an hour.



Cinderella is useful for the week's wash, and for quickly needed things that are washed every day.





Cinderella is safe for the daintiest silks and laces; it has no moving parts to injure clothes.



Cinderella is just right for apartment dwellers. It can be tucked away in small space when not in use.



This glass demonstrator shows Cinderella's "Vac-uum-Action" in action, and helps you make sales.

NOW THE APOLLO TWO-WAY **VENTILATOR FAN**

NEWEST MEMBER OF THE FAST-SELLING AMERICAN APPLIANCE LINE

(A Combination Exhaust Fan and Intake Ventilator)



APOLLO FAN HEATER-Wall Type Permanent, Out-of-the-Way, Installation.

PROFIT-MAKER from the start because it gives the biggest value we know of in quality, workmanship and unique features. Fits standard windows; no interference with sash or radio. The ideal home or office ventilator that sells at a price within easy reach of the vast majority of buyers. Sells at \$11.90. Equipment includes 6 ft. of silk covered cord, fan guard and switch. Sells fast and yields generous margin of profit. Use the coupon to secure details.

APOLLO FAN HEATERS

Portable Type and Wall Type

Because the APOLLO Fan Heater circulates its own heat, it is five times as efficient as the radiant type bowl heater; that is, it accomplishes a given degree of comfort in a given room at least five times faster than the radiant heater. Portable type furnished in four attractive finishes. Wall type chromium plated, or porcelain enameled in block, white and three colors. Prices: Portable \$14.90. Wall Type \$17.50 complete. Display material and literature free with shipments.



Manufacturers of Electric Signs, Electric Door Operators, Floodlights, Electric Home Appliances



APOLLO TWO-WAY VENTILATOR The Biggest Value in a Combination Intake and Exhaust Ventilator.

WRITE WRITE WRITE American Appliance Co., Inc., Kalamazoo, Michigan Send us complete information and particulars regarding items checked. □ APOLLO Fan Heater
(Portable)
□ APOLLO Two-Way
Ventilator Fan ☐ APOLLO Floodlights

☐ APOLLO Fan Heater (Wall Type)

Jobber's Name

About-WOMEN

LOOK through this or any issue of Electrical Merchandising and see how often women are stressed in words and pictures as the most important factor in selling electrical goods.

Articles, editorials, advertisements are constantly emphasizing the buying influence of women—just as it is being demonstrated every day in the retailer's show room or the prospect's home.

Recognizing the tremendous importance of women in electrical appliance buying, manufacturers invest millions of dollars to advertise their products in the pages of women's magazines.

The greatest of these allies to your selling is the Woman's Home Companion—the woman's magazine of largest circulation, carrying the buying news of the foremost electrical merchandise into more than 2,600,000 homes every month.



The Woman's Magazine of Largest Circulation

Typical Electrical Advertisers Using Woman's Home Companion

AIRWAY ELECTRIC
APPLIANCE CORP.

Airway Vacuum Cleaner

ALLIED RADIO CORP.
Radio Sets and Parts

BLACK & DECKER CO. Cinderella Washer

CHICAGO FLEXIBLE SHAFT CO.

Sunbeam Mixmaster

EDISON GENERAL ELECTRIC APPLIANCE CO.

Hot Point Auto Electric Range

FOOD DISPLAY

MACHINE CORP.
Electric Doughnut Machine

FRIGIDAIRE CORP.
Frigidaire

GENERAL ELECTRIC CO. General Electric Refrigerator General Electric Sunlamp Edison Mazda Lamps HOT SHOT WATER HEATER CORP. Hot Water Heater (Electric)

S. C. JOHNSON & CO.
Johnson's Electric Wax Floor Polisher

PREMIER VACUUM

CLEANER CO.
Premier Electric Cleaning Outfit

SINGER SEWING MACHINE COMPANY

Electric Sewing Machine

\$500 PRIZES FOR BEST NAMES SUBMITTED

New General Electric Hotpoint invention ... a seamless, solid rubber Heating Pad!

PRIZES

1st Prize . . . \$250.00 2nd Prize . . . 100.00 3rd Prize . . . 50.00 10 Prizes . \$10.00 each 20 Prizes . . a pad each

In case of ties, duplicate prizes will be awarded. Submit as many names as you wish, but not more than one prize will be given to any one person. Employes of the Edison General Electric Appliance Company, Inc., and members of their families, are not eligible to compete. All entries are to become our sole property. Entries must be mailed not later than July 1, 1931, to "Contest Committee" at address below. No entries will be eligible for prize if NOT accompanied by a sales story of 200 words or less.

The rubber is vulcanized into one solid piece, not cemented. It cannot be slit open—the diagram at the left is merely to show how it would look if you could. The elements are embedded right inside insulating, water-proof, soft, flexible red rubber. A new development in rubber . . . not affected by heat! Thermostat controlled, to maintain even heat. No radio interference. New type one-heat switch. Rubber cord vulcanized right to the pad. Size, 8¼ by 11½ inches.

AT LAST an electric heating pad which is not only comfortable for applications of dry heat, but lastingly safe and practical for wet compresses. It can be used safely in the bed with babies or invalids—or for hot, wet compresses over boils, infections, bruises, contusions and other conditions for which physicians have long wanted a safe, constant, moist heat. It is the first practical, all-use heating pad. The medical profession and the public have needed and wanted it for a long time.

Put on your thinking cap. We are

willing to pay well for the best names suggested. With the name or names you submit, you must send a sales story on this pad — using not over 200 words. It is not necessary to buy a pad; enough information is given here—or you can see one of the pads at any Hotpoint distributor's office — or descriptive literature will be mailed on request.

The judges will be: Dr. R. W. McNealy, Chief Surgeon, Wesley Memorial Hospital, Chicago; W. A. Grove, Manager of Advertising and Sales Promotion; M. H. Beekman, Appliance Division Manager, and F. B. Duncan, of Lord & Thomas and Logan, our advertising counsel.

GENERAL & ELECTRIC Hothoint

EDISON GENERAL ELECTRIC APPLIANCE CO., INC. 5646 W. TAYLOR ST. CHICAGO

AMERICAN BOSCH RADIO Checks with it

The features offered in American Bosch Radio this year are worth thinking about — worth knowing about — and worth writing-in about. Six models range in price from \$43.50 to \$139.50 including tubes—with engineering features that incorporate every worthwhile improvement in radio. And with a selling name that is a buying guide everywhere—American Bosch Radio

gives you, under one name, a profitable line of merchandise that will appeal to the broadest market in your territory.

Until you have had the whole story on American Bosch Radio for this year, you won't be able to really appreciate its full selling and profit-making possibilities. Write for this information to the nearest branch today.



UNITED AMERICAN SPRINGFIELD, MASS. Branches: NEW YORK PENTODE TUBES

SUPER HETERODYNE MODELS

FIVE TUBE MODELS

EIGHT TUBE MODELS

AMAZING SELECTIVITY

VARIABLE MU TUBES

TUNED RADIO FREQUENCY MODELS

PRICED COMPLETE WITH TUBES

PERSONAL RADIO MODEL

SURPRISING SENSITIVITY

SIX MODELS - RANGING IN PRICE FROM \$4350 to \$13950 - COMPLETE WITH TUBES

MODEL	5A	5B	5C	20 J	20 K	20 L
CIRCUIT	Tuned Radio Frequency	Tuned Radio Frequency	Tuned Radio Frequency	Super- Heterodyne	Super- Heterodyne	Super- Heterodyne
NO. TUBES	5	5	5	8	8	8
TYPE TUBES	1 Pentode 247 3 Screen-Grid 224 1-280 Rectifier	1 Pentode 247 3 Screen-Grid 224 1-280 Rectifier	1 Pentode 247 2 Variable MU 551 1-224 Detector 1-280 Rectifier	2 Pentodes 247 3 Variable MU 551 2-227 1-250 Rectifier	2 Pentodes 247 3 Variable MU 551 2-227 1-280 Rectifier	2 Pentodes 247 3 Variable MU 551 2-227 1-280 Rectifier
CABINET Height Width Depth	8¾" 14" 6 ²⁷ /32"	32 ¼ * 17 ¼ * 10 % *	36 ½ ″ 21 ″ 12 ½ ″	38 ½ " 24 " 12 ½ "	39 " 24 " 14 "	44 ½ " 25 ¼ " 14 ½ "
PRICE COMPLETE with TUBES	\$43.50	\$53.50	\$69.50	\$89.50	\$99.50	\$139.50

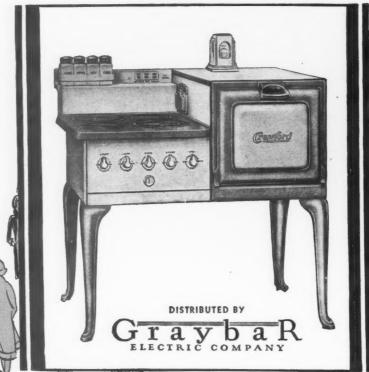


CHICAGO

BOSCH CORPORATION FRANCISCO DETROIT



The Crawford 16-76 is the easiest selling electric range ever built. The many exclusive Crawford features give this model immediate customer acceptance. This has been proved by recent sales records.



THE "Buying Public" of today is demanding greater values.

Crawford Electric Ranges have many exclusive features that give more sales-clinching arguments than any other article the dealer has to sell.

Tri-matic Control—makes a Crawford range "triple automatic." It time-controls the oven, surface cooking unit, or an outlet for attaching appliances. Illuminated oven and cooking top. Duraspeed closed unit—the fastest closed unit ever built, with renewable coils, too. All built to Crawford's high quality, trouble-free design—and priced to sell under present conditions.

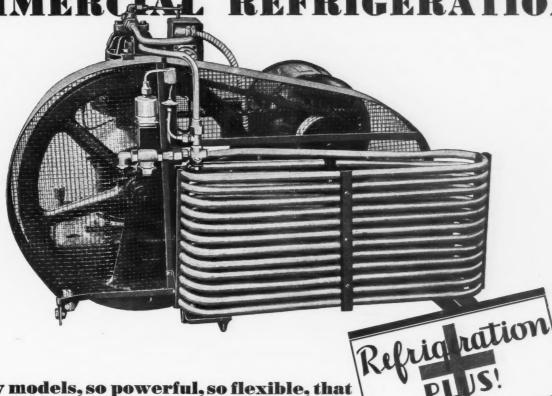
Send for the new catalog showing the complete line of Crawford Electric Ranges—Real Business Builders.

WALKER & PRATT MANUFACTURING CO.
31 UNION STREET, BOSTON

Displayed at the ATLANTIC CITY CONVENTION-Booths 404, 406 and 408

SERVEL

COMMERCIAL REFRIGERATION



■ 16 new models, so powerful, so flexible, that they meet every demand for commercial refrigeration with their low-cost efficiency

SERVEL'S new improved machine units combine tremendous power, scientific efficiency, rugged strength.

They meet the most rigid demands for fractional-ton refrigeration; set a new standard of performance for years to come.

Servel's exclusive advancements make these 1931 models easier to sell, simpler to install, more economical to operate.

For every capacity requirement, for every type of service, Servel brings you a rugged, efficient unit that will exactly meet your customers' demands.

■ Throughout this modernly equipped department store in Milwaukee, Wis., Servel is protecting food displays, chilling drinking water, cooling soda fountains etc.



Here's an attractive proposition that will insure more profitable business for the electrical dealer, and an effective load-building plan for the power company.

Send the coupon today for complete details of the new Servel Commercial Dealership.

■ On the busy "floor" and in the handsome executive offices of this New York security exchange, Servel Water Coolers are delivering quiet, dependable service.



Servel Commercial Equipment safeguards the meats and foods of many progressive merchants who have leased space in the modern Central Market, Columbus, Ohio.



SERVEL SALES, INC., Dept. G-2, Evansville, Indiana.

Gentlemen: Please send me complete information about SERVEL Refrigeration PLUS.

NAME.

ADDRESS.....

CITY.

STATE...



TIME KEEPERS NOT **TATTLE-TALES***

THE ONLY ELECTRIC CLOCKS WHICH DO NOT SIGNAL MINOR **CURRENT INTERRUPTIONS TO THE** USER.

Here is the line of electric clocks which will not tear down that good will you work so hard to achieve.

These fine clocks, under the banner of two great names, provide the real answer to your electric clock problem. The tiny, silent, sub-synchronous (200 r.p.m.) motor-self-starting, of course —is directly connected to the time train of a movement with over a century of clock making experience behind it.

New Haven-Westinghouse gives you a complete line. A low priced alarm, timepieces, hour and half hour strike and full Westminster chimes, in a variety of models from \$7.95 upwards.

In these days of value, they invite the most critical comparison. See your Westinghouse jobber now.

* Most New Haven-Westinghouse electric clocks are equipped with the Automatic Control a simple device which limits time-error due to interruptions in current.

THE NEW HAVEN CLOCK CO.

New Haven, Connecticut See the clock exhibit in the Westinghouse Booth at Atlantic City



ELWOOD, hour and half hour strike in Gothic case of simple beauty, \$27.50.



CAVALIER, (Right) full Westminster chime, tam-bour \$35.00.



HAVEN-WESTINGHOUSE



GULBRANSEN

Superheterodynes without the "service headache"

Visit Booth B-44—Room 1000 R.M.A. Trade Show—Stevens Hotel

New Gulbransen Superheterodyne Model 235—10-tube (four '35 Vari-mu, two '47 Pentode in push-pull). Compensating Dynamic Speaker, Tuning meter (simplified distance tuning) Automatic and Manual Volume Control, Full-floating Variable Condensers, Power Switch. No "blasting," no fading, no cross-talk.

Price, less tubes, \$97.50

Most "service calls" start in the production line . . .

GULBRANSEN STOPS 99% OF THEM THERE!



MANTEL RECEIVER

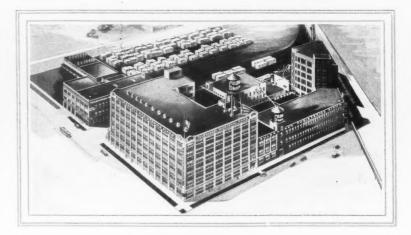
Model 130
Seven-tube Superheterodyne (two

Seven-tube Superheterodyne (two '35 Vari-mus, one '47 Pentode). 10 kilocycle separation. Large size insures excellent tone. Finest cabinet work. Price, less tubes,\$ 58.00.



CONSOLE RECEIVER
Model 135

Seven-tube Superheterodyne, same chassis as Model 130, in beautifully designed cabinet, 40" high. 2 to 4 micro-volt sensitivity (per meter). No tube noises or cross-talk. Price, less tubes, \$68.00.



Gulbransen Superheterodynes for 1931, offer what is, without doubt, one of the most thoroughly engineered lines of radio receivers in the history of the industry. Old "super-het" bugbears are banished. The full value of the new Vari-mu and Pentode tubes is capitalized. Tonal characteristics are astonishingly pure.

Twenty-five years of musical instrument experience guarantees Gulbransen Radio performance. The full resources of this \$5,000,000 organization, producing Gulbransen Radio receivers complete, assure absolute control of quality.

Gulbransen engineers, recognizing that every service call costs the dealer part of his honest profit, and weakens the good-will of the customer, deliberately set out to produce radio receivers which would "stay put" without giving dealer and jobber a "service headache."

Scores of letters from jobbers and dealers demonstrate that in building Gulbransen Receivers the "service call" has been largely stopped at the source—which is the Gulbransen production line.

Why not write or wire for facts on this unique franchise NOW?

GULBRANSEN COMPANY

Factory and General Offices: 3232 West Chicago Avenue CHICAGO, ILLINOIS

GULBRANSEN

Radio



Orders are Pouring in for the NEW Duritan Retailing

THE new Laun-Dry-Ette Puritan is a hit. New L orders come in every day from every part of the United States. It's a success plus.

Note the features that make the new Laun-Dry Ette Puritan the finest home laundering appliance ever to be sold at or near its price: Single tub Spinner-9 lb. tub capacity-Hydropeller washing action that gives fastest known turnover of clothes - one minute drying for the line -marvelous new self balancer that distributes clothes evenly around dryer basket-3 selective washing and drying speeds, fast, medium, slow -shifts from wash to dry at the pressure of a pedal without stopping action-Zone of Quiet that takes the dirt out of the suds and keeps it out-quick leveler for uneven basement floors. Wide awake appliance dealers will recognize the Puritan as the outstanding washing machine opportunity of 1931.

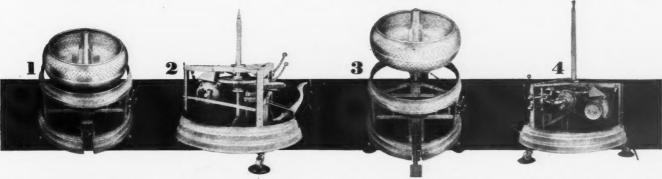


Three other tub and dryer combinations are available of the combination of the comb at the following prices:

- \$119.50*-In all nickeled copper.
- \$129.50*—In all nickeled copper with spray rinse band. \$139.50*—In all nickeled copper with spray rinse

*Prices slightly higher west of the Rockies.

Mechanical Simplicity Shown in Pictures Pictures below show the chassis with cover removed to illustrate extreme simplicity of construction.



Shows collender-like dryer basket in which agitator moves clothes back and forth in spherical path.

2. Left side view with basket removed showing the extreme simplicity of the operating mechanism.

3. Showing the basket lifted clear of suds, ready to whirl for extraction.

Agitator remains still.

4. Right side view showing the automatic belt tightener and speed change mechanism.

CLEVELAND,

EIGHT factors for PROFIT with NORGE

the electric refrigerator with the ROLLATOR





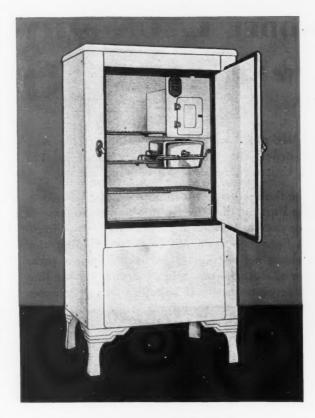
The Norge Dealer employs no skilled service staff...that part of usual operating expense be-

comes profit with Norge.

To just uncrate and plug in is a complete Norge installation . . . Norge is package merchandise and there are no refrigerator builders or mechanics on the Dealer payroll.

There are three standard Norge models (with specials and water coolers available) . . . it's a short line. The Norge dealer carries a low inventory with replacement stocks quickly obtainable.

A wholesome clean cut merchandising plan is operating for Norge and an effective advertising program is making



this highly salable refrigerator a rapid turnover product.

Dealers who investigate the Norge find not only these factors for profit but, also, unusually favorable discounts.

NORGE CORPORATION Division of BORG-WARNER 650 East Woodbridge Street Detroit, Michigan

IN CANADA
NORGE CORPORATION OF CANADA, Ltd., 235 CARLAW AVE
TORONTO, ONTARIO, CANADA





NOTE These "Quick Sale" FEATURES

Lovell Wringer with Balloon Rolls! SUBMERGED Agitator! Large Tub, PORCELAIN inside and out! DIRECT DRIVE and DUREX Oilless Bushings make the REGAL Service Proof! Westinghouse Motor, Bassick Casters!

REGAL with Briggs-Stratton Gas Motor!



There is a big market for the REGAL Washer equipped with famous 4 cycle BRIGGS - STRATTON Gasoline Motor. Easy to operate. Easy to sell! Retail price (with a good

PROFIT for you) only...... \$99.50

Outside Clutch Control

with same jaw type clutch used in "100 YEAR" Laundry Queen.

Shielded Channel Steel Legs

welded to Steel Base. (No bolts in bottom of tub!)

One Dealer Sold Over 400 **REGALS** in 30 Days

The REGAL Washer has created a sensation. Dealers have found it so easy to sell, they have been forced to reorder—and reorder! Sixty days of record sales have proved that people absolutely do want a \$59.50 washer, so, following our policy of putting the Grinnell Dealer a jump ahead of competition, we are now offering an improved REGAL that looks and performs every bit like a hundred dollar washer!

There is nothing else like the new REGAL on the market. People are "eating it up." One dealer sold over 400 in 30 days . . . how much of this PROFIT-ABLE business do you want? WRITE FOR SAMPLE.

GRINNELL	WASHIN	G MACH	INE CORP.
Grinnell, Iov	va, Dept. E	E.M. 6	

, ,	•	
RUSH ME	SAMPLE \$59.50 REGAL Electric Model	
	SAMPLE \$99.50 REGAL Gasoline Motor	
REGAL	Further Details. Electric Gasoline	
Store		
Address		
Attention		

T I M K E N even greater in

We sell through you ... not merely to you

Nothing succeeds like success. How true it is! And how profitable Timken Oil Burner dealers are finding it now!

In 1930, the going was tougher than tough and buyers took time to be super-critical. As a result they bought 56% more Timkens than in 1929, while the average increase throughout the industry—including Timken—was only 2%.

And the impetus gained in 1930 is still carrying Timken on. Sales results thus far in 1931 assure an even bigger year for Timken dealers than historic 1930.

The greatest opportunity of all

Never has the Timken Oil Burner dealer had so wonderful a chance to make money. Everybody wants the successful product. Sales are more easily made. In addition, Timken, by its success, is enabled to expand every department—to give even greater coöperation in dealer sales than ever.

DC

42%
GROSS PROFIT
FOR YOU

TIMES

OIL BURNERS

gives Dealers sales help 1931

Here is the practical selling help Timken offers the established dealer in the appliance field:

(1) The Timken Retailing Success Formula—proved in over five years of retailing experience through our own retail stores. (2) A 25% increase in newspaper advertising. (3) Powerful direct-by-mail campaigns. (4) Special canvassing features—telephone selling ideas—letter campaigns that win—handout literature—identification signs, both for showroom and installations. (5) A complete factory service training school. (6) Even closer coöperation with dealers.

The Timken is a proved burner—delivering satisfactory heating service in many thousands of homes. Simplicity of design accounts for its record of reliable operation and long life.

In addition to this, you earn 42% gross profit on a popular priced Timken oil burner (only \$335 for a full-size burner). And don't overlook the fact that the prestige of the Timken name will help your sales in other lines as well!

Write for information about the valuable Timken Franchise today. Back a winner in 1931!

THE TIMKEN-DETROIT CO.

350 Clark Avenue - - - Detroit, Michigan

DC/



Try it is yourself

IT IS UNLIKE ANYTHING YOU HAVE SEEN BEFORE

this new SAFETY—
this new COMFORT—
this new BEAUTY—
. . . in your home!

TAKE a Miller-Somes home. Feel its strong, gentle flow of heating comfort experience this new convenience—all the heat you want, when you need it, simply, easily.

Learn what it means to have faster heating of more air at the right temperature . . . extra heat that is safe, trouble-free and effective.

See how a Miller-Somes' grace-

fully styled and richly finished cabinet harmonizes with the finest room . . . Then get ready to sell!

You can sell a Miller-Somes where no other electric heater has been good enough before—on its safety, its comfort, its beauty...

- Sell it for those chilly mornings, those raw, penetrating evenings... for cashiers in markets... for vacation cottages... for stores and offices. Sell it to any family with a baby. For the guest room, the basement or attic recreation rooms—it's just the kind of heat for the bathroom, the nursery and the sick-room. It's safe and healthful. It can be left on all night. The cabinet does not get too hot to touch.
- Sell this usable heat that is thoroughly circulated into every corner of a room, from floor to ceiling. A Miller-Somes operates by natural convection... not an intense beam burning on one spot from a small coil of wire, but an immense volume of air at an enjoyable temperature.

Prices: 660-watt Natural Mahogany or Walnut finish, retails for \$21.00; Ivory or Jade Green, \$19.00. 1250-watt, Natural Mahogany or Walnut, \$28.00; Ivory or Jade Green, \$26.00. Slightly higher west of the Rockies. Satisfactory discounts.

• Send in a trial order now...or write for detailed literature.

MILLER-SOMES, INCORPORATED (For 10 years C. M. S., Inc.) Tarrytown, N. Y. 369 Lexington Avenue . New York



Miller · Somes

SAFETY ELECTRIC COMFORT HEATER



Miller-Somes' heating element is a wide flat strip or ribbon of Nichrome metal permanently mounted on rigid, moulded electrobestos insulators. It delivers all the heat you want, but it does not get red hot. No moving parts, no servicing! It is based upon a different principle and proved by years of heavy duty industrial work to be rugged, effective, economical . . . and safe!

A NEW CONCEPTION OF ELECTRIC HEATING COMFORT FOR THE HOME





These smart, new FLASHLIGHTS are selling IN VOLUME

RAY-O-VAC Silver Anniversary Flashlights—backed by a definite merchandising program of displays and sales suggestions, have everything it takes to sell flashlights in volume.

The Silver Anniversary models are different—and good-looking beyond description. The Satin Silver finish is emphasized by the jet black switch section and end cap, and the nickel lens flange. The case is patterned in herringbone, a new note in flashlight design. All this in addition to the Rotomatic Switch and other features which have made Ray-O-Vac a fast-selling line in the past.

You've got a winning set-up in Ray-O-Vac—new flashlights that will appeal to the customer—a continuous program of seasonal displays—bulletins on practical sales ideas—and the backing of an organization which for twenty-five years has built thoroughbred products. Get the details now—from your jobber salesman.

FRENCH BATTERY COMPANY, Madison, Wis.

General Sales Offices: 20 North Wacker Drive, Chicago

Manufacturers of Ray-O-Vac Rotomatic and Standard Flashlights; Ray-O-Vac Flashlight, Radio, Autoradio, Aircraft, Ignition and Telephone Batteries; Ray-O-Vac Radio Tubes.





he Hoover policy of DEALER-SALES is unwavering

You may have noticed a tendency on the part of certain electric cleaner manufacturers to switch from the policy of direct selling which they pursue in easy-selling periods to that of dealer selling in years when sales are harder to make and credits less secure.

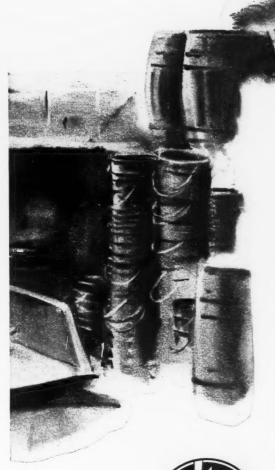
The Hoover Company does not subscribe to this policy of taking all the profits in prosperous years and then shifting the burden of sales to others in more difficult times.

It has an unwavering program of sales through dealers -year-in and year-out. At the same time, it assumes, wherever permitted, complete responsibility for all Hoover selling from the store. The dealer does not have to bother with sales activities but continues to share in the profits.

This program, carried out in many of the greatest stores in the world, has been amazingly successful, and highly profitable to the merchants who have adopted it.

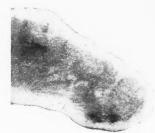


It BEATS ... as it Sweeps as it Cleans



HE heating elements, in the electric heating devices on your shelves, are probably made of CHROMEL. In compounding this alloy of nickel and chromium, the weighing operation is carefully done. Yet, we are not emphasizing the accuracy of this one step. It rather is merely typical of the care that has to be used in all the steps of manufacture. These nickel-chromium alloys in many ways are sensitive almost delicate in their responsiveness to slight variation of certain factors. Hence, their production is one of high specialization. There can be nothing "rough and ready" about it. The whole process from start to finish demands sharp-eyed vigilance. This emphasizes the desirability of all operations being done under one roof under the control of a skillful hand, as it is done here. And yet, this sensitively made alloy, Chromel, is a thing of great durability, as the wire that made electric heat possible. Its uniformly long life explains the good service given by the good heating devices you sell. Twenty-five years of experience and alert vigilance assure you that you can rely on heating devices equipped with CHROMEL.

For technical data, ask for Catalog GM.



Hoskins Chromel

4447 LAWTON AVE. HOSKINS MANUFACTURING COMPANY DETROIT, MICH.

IN CANADA: WALKER METAL PRODUCTS, WALKERVILLE, ONT.

Sell Clocks this way!

At Left. No. 27 with Motorized West-minster Chimes, 2134 inches long. Variety of fine cabinet designs. Mahogany and Walnut. Retail \$35.

Center. El Mode. Desk or table timepiece with genuine Walnut or Mahogany case.

Retail \$10.

At Right. Elmsworth.

Magnificent 29½ inch
banjo with burl panels,
non-chiming.

Retail \$20.



SESSIONS



The L&H No. 880 BUFFET

White with pebbled green porcelain enamel finish. It has everything that makes an electric range modern ... every feature you'd expect to find and many you'll find on no other electric made today.

It has a separate unit in the warming oven... master surface switch which cuts out when the top is lowered...roll back top, very easy to operate... generous size oven with direct connected heat control on front—many other such features of convenience.

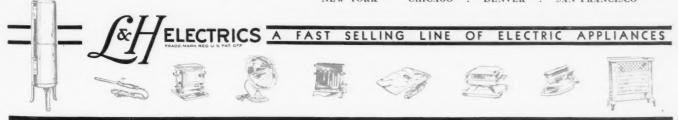
... in appearance ... in features ... in sales appeal

This new L & H Electric Buffet Range is modern as day after tomorrow. Here's beauty that attracts favorable attention...advanced design and features that have a strong appeal to the buyer...value that shows. It's the kind of a range that practically sells itself.

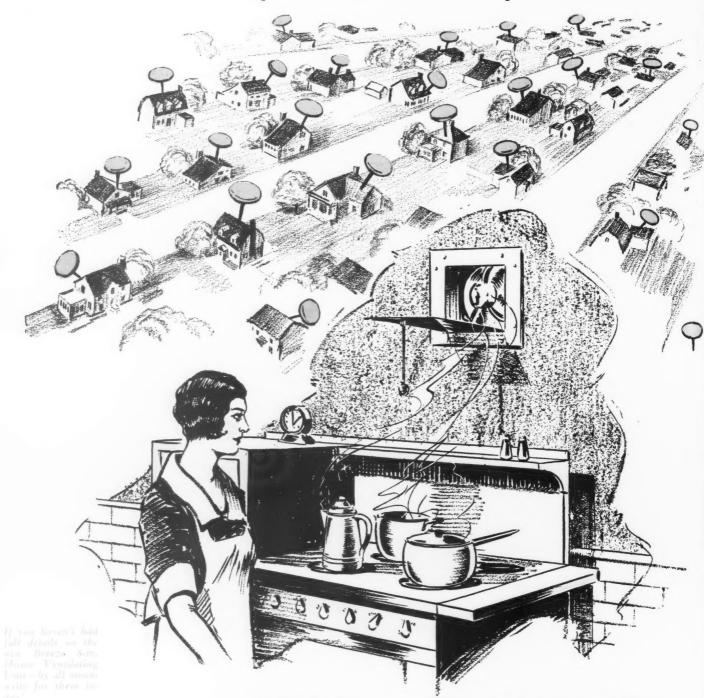
Be sure you see the L & H display at Atlantic City — Booths 611—613.

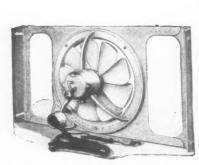
A. J. LINDEMANN & HOVERSON CO.

Milwaukee . Wisconsin
NEW YORK CHICAGO . DENVER . SAN FRANCISCO

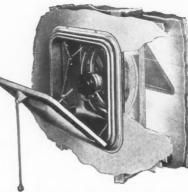


Every home you've





Buffalo Glass Panel for window installation—made in three sizes.



Buffalo Home Ventilating Unit for built-in installation—now made in two sizes.

Electric household ventilation with Breezo Fans represents another major opportunity for central station merchandise departments. An opportunity to establish another valuable electrical service in the home with resulting goodwill and appreciable benefit in added load.

BUFFALO-

ELECTRICAL MERCHANDISING

Vol.45, No.6

ever sold is a new prospect for Ventilation with BREEZ Bank

The sale of Electric Ventilation to the home is rapidly becoming a profitable sales opportunity. Trial demonstrations are easily turned into sales.

You have many customers who have bought refrigeration, radio, better cooking, easier washing, labor-free cleaning, and other helpful household services from you. The door to these homes is open to you. Now you can sell these old customers Modern Ventilation—Cool Kitchens and Odorless Homes—at a substantial profit and without the keen competition existing in the sale of most other appliances.

Your old customers are your new prospects. Go after them again. New profits are awaiting you in their kitchens—profits that are easy for you to make—easier than those you've earned in pushing other appliances—for when have you turned half your home demonstrations into sales? Yet that is what many Breezo dealers are doing.

And demonstrations are so easy—and can be made in a few minutes; no valuable floor space is required; no special wiring; no noise; no trouble. The flip of a switch starts the BREEZO clearing the air and making the kitchen the most comfortable room in the home—a livable room—the proud domain of the modern house-wife.

Here's a service that is quickly appreciated, a service that adds new comfort—a service that clinches a sale and assures a new profit.

The need of household ventilation is fully met in Breezo Fans—at prices and discounts that are as attractive as the fans themselves.

Write for details.

Buffalo Forge Company

205 Mortimer St., Buffalo, N. Y.

In Canada: Canadian Blower & Forge Co., Ltd., Kitchener, Ont.

BREEZO

June, 1931

ELECTRICAL MERCHANDISING

103

POINTS of SUPER-IORITY

- Rubber Composition Pistol Grip Handle
- 2. Super Service Kinkless Cord
- 3. Non breakable Attachment Plug
- 4. Tubular Steel Handle
- Handle Lock (Patented)
- 6. Handle Stop
- 7. Double Rear Wheels
- 8. Powerful Motor
- 9. Automatically Lubricated Bearings
- 10. Fan and Fan Case (Patented)
- Combination Nozzle and Self Cleaning, Floating Brush (Patented)
- 12. Nozzle End Openings (Patented)
- 13. Nozzle Clamp (Patented)
- 14. Nozzle Adjustment (Patented)
- Wide Opening DustBag(Patented)
- 16. Dust Trap in Bag (Patented)
- 17. Bag Cloth, Carefully Selected, Specially Woven
- 18. Floor Polisher
 (Patented)
- 19. Guaranteed by The P. A. Geier Company—Manufacturers of Quality Electric Cleaners for Twenty Years

COMPLETE PRICE RANGE NATIONALLY ADVERTISED 12-POINT SALES PLAN

PROFIT



THE ROYAL SET-UP was designed for Merchants.

Royal quality insures you against servicing expense—and also insures customer satisfaction. Every Royal owner adds to your prestige: she advertises you to her friends: she uncovers prospects for you: she helps you sell.

Royal's complete price range enables you to serve every pocketbook. With the Royal Line you do not have to advertise three or four different trade names: you do not have to teach your salespeople the selling points of three or four different machines: you do not have the purchasing and book-keeping expense of dealing with three or four different suppliers. By concentrating on Royal you concentrate your buying, advertising and selling effort on one supremely satisfactory line—and so increase your profits.

Royal's 12-Point Sales Plan insures you a steady business in cleaners. Follow this Plan and you see the end of those hectic, profit-eating campaigns—the end of those dull, no-sale periods between campaigns. You enjoy a steady business under the Royal 12-Point Plan—and every sale carries the rightful profit to which you, as a merchant, are entitled.

And profit on Royal under this Plan is a double profit. The 12-Point Plan not only sells Royal, but it opens the door for the sale of every other appliance you carry in stock. It opens the door for range sales, washer sales, refrigerator sales. It reduces the sales expense on all these other items and thereby increases the profit on everything you sell.

Send for the 12-Point Plan today

THE P. A. GEIER CO. 540-560 EAST 105th ST. · CLEVELAND, O.

In Canada: CONTINENTAL ELECTRIC CO., Ltd., 30-34 Duncan Street, Toronto, Ontario



with Products that are Protected with SHAKEPROOF Lock Washers

SPECIAL OFFER!

Here is a handy kit of Shakeproof Lock Washers and Shakeproof Locking Terminals that is just what you need. It contains an ample supply of many types and sizes, neatly arranged in this special box. It makes a very convenient assortment for the shop and can be easily tucked in the tool bag. Mail the coupon below for free samples and complete information on how you can secure a Shakeproof Service Kit.



OU can count on any appliance that is Shakeproof equipped to pay you a higher net profit. It won't need a lot of free service because Shakeproof Lock Washers keep connections tight and assure perfect performance. This means more satisfied customers—the surest sign of a growing business.

Test Shakeproof on any service job and you will quickly understand its many advantages. Then you'll know how important it is to handle only those products that are protected with this patented locking method. Free samples will be gladly furnished on request. Mail the coupon today.

SHAKEPROOF



Shakeproof representatives are located in the following cities

New York City Philadelphia Boston Pittsburgh Schenectady Cleveland Detroit Toledo Cincinnati Birmingham, Ala. Los Angeles Scattle San Francisco Toronto, Ontario, Canada

COUPON

Shakeproof Lock Washer Co. 2535 No. Keeler Ave., Chicago, Ill. Gentlemen: Please send us free samples of Shakeproof Lock Washers and Shakeproof Locking Terminals. Also, tell us more about your special offer on the Shakeproof Service Kit.

Name Address.

June, 1931

ELECTRICAL MERCHANDISING

105

A New Key to Old Markets will be

Make new sales to every washing machine user . . . no matter what you sell . . . no matter what they bought . . . that's the opportunity this new key to old markets brings you

WHAT is it?
How does it look?
How much does it cost?



Sensational in Performance
Fully Patented

NEEDED

HERE is the solution to the question, "What shall I sell to the home already equipped with electric refrigerator, washing machine, vacuum cleaner and ironer?"

Here is the key by which you can bring back to your legitimate prospect list every home in your territory to which you or anyone else has sold a washer.

1900 promises to show you something new. Something new that will not only whet your own sales appetite but will also stimulate and excite the electrical appetite of the housewife; something new, something unique, that will build a NEW load for Central Stations comparable with other major appliances; something new that will create NEW profits and NEW opportunities for every wide-awake group or dealer in the merchandising end of the electrical industry.

See it at Booths 150 and 152 at ATLANTIC CITY.

1900 WHIRLPOOL

First Exhibited at Atlantic City. .

Why these 3

Washers are proving

washers are proving

by the Industry's Oldest

Washer Manufacturer

a price
for every pocketbook



"1900 Whirlpool" Niggara Model



"1900 Whirlpool"



"1900 Whirlpool" DeLuxe Model

HIGH QUALITY ... LOW PRICES ... PROFITS THAT STICK

THOSE WHO SELL 1900 WHIRLPOOLS know by experience that profits made by selling them are REAL profits. Service costs are practi-

cally nil. Everyone who has ever sold 1900 Whirlpools knows that. And they know that the reason service costs are reduced to the vanishing point is because 1900 Whirlpools are built the only way we know how to build them not simply by ordinary precision standards, like automobiles, but like the VERY FINEST automobiles.

That means finest precision workmanship. That means finest materials. That means rigid test and inspection, not part of the time, but all the

time. That is why 1900 Whirlpools serve without service costs.

This and the fact that 1900 Whirlpools are built to wash faster... built to wash cleaner, built to last longer, is what WE mean by QUALITY.

1900 Whirlpool quality applies to all

1900 Whirlpool products . . . washers . . . ironers . . . and . . . well see our exhibit at Atlantic City.



NINETEEN HUNDRED CORPORATION - BINGHAMTON, N. Y. - U. S. A.

BEATTY BROS., Fergus, Ontario, Canada.

1900 WHIRLPOOL

Your old customers

to buy



THE MODERN ANSWER TO CLEAN, BEAUTIFUL FLOORS IN THE HOME, IN COMMERCIAL AND PUBLIC INSTITUTIONS AND BUSINESS OFFICES



Automatically
CLEANS—WAXES
POLISHES

Old customers are your best prospects. You have sold them refrigerators, vacuum cleaners, washing machines, ranges and many other household appliances. They know the value of an electrical service—they have the money—you have their confidence. What labor-saving economic necessity are you going to sell them next?

Let us tell you the story of FLOOROLA and the successful sales records of other dealers who are making money selling this remarkable machine to their present customers . . . and many new ones. A constant source of satisfaction to the housewife, she voices her enthusiasm to friends, creating new FLOOROLA prospects and profits for you.

A profitable FLOOROLA market is now waiting for you in your community. There is practically no competition to take away your sale after you have developed it, as is often the case with other products.

FLOOROLA is simple and easy to operate—requires no servicing. Any salesman who has sold radio, refrigerators, vacuum cleaners, washing machine or other household appliances can easily sell FLOOROLA. No previous experience is necessary.

FLOOROLA is offered at an attractive price and liberal discount. Let us start a profitable partnership of active effort in cultivating your local market for FLOOROLA now! FLOOROLA national class magazine advertising has created a waiting market for you. The FLOOROLA merchandising plan guides you to prospects and profits. The coupon brings full particulars without obligation.

A new Profit opportunity for the Central Station too!

FLOOROLA represents the successful elimination of one more household drudgery, with a high degree of resulting good will to the power company! And the load building value is worth while.

THE FLOOROLA CORPORATION

YORK, PENNSYLVANIA

are waiting



This is one of the millions of homes where a profitable floorola sale awaits the local dealer!

★ This exclusive feature GUARANTEES

an endless chain of profits from a single sale!

Every FLOOROLA owner immediately becomes a consumer of FLOOROLA-WAX. Because FLOOROLA-WAX cans are non-refillable, users must visit your store at regular intervals to purchase additional wax. Every machine in use brings you approximately \$5.00 minimum profit annually on the sale of FLOOROLA-WAX and replacement of brushes. Special sales plans available to stimulate replacement business.



This vital automatic waxing feature applies Floorola-Wax direct to the floor thru the distributing brushes.

and now

THIS COUPON BRINGS YOU COMPLETE DETAILS!

FLOOROLA CORP., York, Pa.

Send complete details and sales plans at once.

company . .

Ву ...

Street City.....

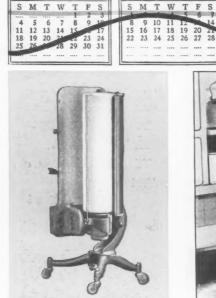
IRON OUT THE SAG in

APRIL 1931

MARCH 1931

M T

WTFS

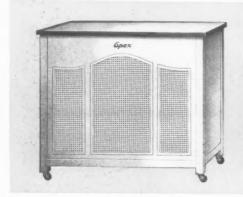


JANUARY 1931

The Apex Ironer can be folded quickly to occupy less space than a kitchen chair.



Showing the improved Apex H-4 Ironer in use with the handsome, new Apex all-steel Utility Cabinet. Note lower shelf in cabinet for convenient storage of ironing accessories.



Front of new Apex Utility Cabinet has lattice effect panels in green and gold. Body in all-white lacquer. Top finished in porcelain enamel. Completely conceals the Ironer when not in use.

Apex Prices

Apex refrigerators are priced at \$185.00 and up {installed in the home}. Apex washers are priced from \$49.50 to \$165.00. Apex ironers at \$99.50 and \$119.00. Apex cleaners from \$13.50 to \$49.50. All prices slightly higher in Canada.

Dealers in and west of Denver write to the Johnson Washer Company, Oakland, California, Subsidiary of The Apex Electrical Manufacturing Co.

APEX ROTAREX CORP. 1067E. 152nd St., Cleveland O.

Gentlemen: I am interested especially in your 1931 line of Apex () Washers, () Ironers, () Cleaners, () Refrigerators. Please send me prices and complete information immediately.

Name	
Company	
Street. City, State:	

JULY AND AUGUST... profitless months for many retailers, but not for dealers who sell the full line of Apex quality appliances.

Take, for instance, the new, improved Apex H-4 fully automatic ironer. For years its curve of sales has risen in June and held steadily through July and August.

Now, with its new beauty, new exclusive features and . . . with its new low price of \$30.00 less than it ever sold at before, the Apex Automatic Ironer can be made your greatest stimulator of summer sales.

Another Apex hot weather attraction is the complete line of Apex Electric Refrigerators. Though ranking high among the leaders in beauty, capacity, efficiency and dependability, Apex Refrigerators are, nevertheless, offered at *unusually reasonable* prices...carry a generous margin of profit for the dealer and, to the



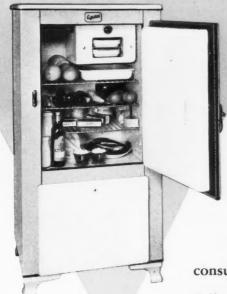




Apex Cleaners, Washers, Ironers, Refrigerators

your SUMMER SALES





Visit the Apex exhibit at spaces 122-124... N. E. L. A. Convention, Atlantic City Auditorium, June 8th to 13th, 1931.

consumer a three-year guarantee.

Sell the *complete* Apex line and you will enjoy a more evenly distributed and consistently higher volume of sales because

you will have a feature appliance for each month of the year, in a range of sizes and prices to appeal to every type of prospect.

To the consumer, Apex appliances now represent the greatest dollar values obtainable to the dealer, the greatest opportunity for profit. For, regardless of improved quality and reduced prices, your percentage of profit remains unchanged.

The Apex time-proved merchandising plan, coupled with higher quality and lower prices, will not only iron out the sag in your summer sales but increase your volume during *every* month of the year, helping you to reduce your selling costs and make greater profits.

Use the coupon to get the facts quickly.





Apex Model 454P-

4.3 cubic feet capacity.

Porcelain throughout.



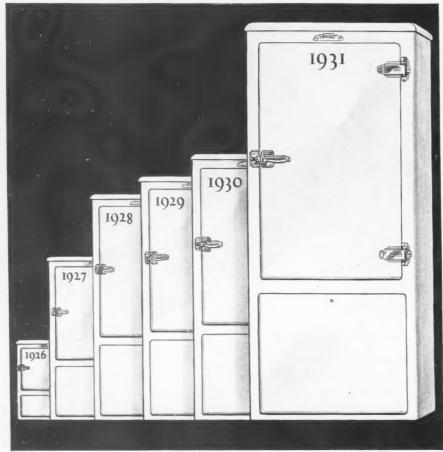


apex



·····More than Two Million in use

COPELAND UNIT SHIPMENTS



W2-50%

OR the six-months fiscal period ending April 30, 1931, Copeland unit shipments showed an increase of 50.25 percent above the figure for the corresponding period a year ago! And during that time every single month has broken the record for the like period in all previous years. These facts conclusively indicate the steadiness with which Copeland is progressing—and that Copeland dealers have a real money-making opportunity.

Such results were to be expected. The new Copeland Domestic Line is the finest in every way that Copeland has ever offered. And the 1931 Copeland Commercial Line is so complete, flexible and powerful that it covers the entire field.

But Copeland has done more than provide its dealers with highly salable merchandise. In addition, it has gone into the field and shown its sales outlets how to operate on a sound and profitable basis!

Copeland has never been in a more favorable position in its entire history. Now is the time to tie in with an organization that is marching forward surely and determinedly. Write or wire for Copeland sales franchise details and complete information today.

COPELAND SALES COMPANY

348 CASS AVE., MOUNT CLEMENS, MICHIGAN

LIONEL'S

new giant steam type loco



masterpiece

Here is the supreme achievement of Lionel's engineers—truly a superb piece of mechanism—beautifully and realistically finished. This is only one of many features this year. The entire line of Lionel trains and accessories will create sensational interest because of the extensive variety of new ideas which have been incorporated in the line. Brilliant new color combinations—strikingly new accessories—marvelous locomotives—brand new outfits—representing the greatest values in Lionel's history.

Lionel's year-round advertising campaign, and extensive Christmas advertising program, will make sales for you every month in the year—stock liberally and be prepared for the biggest Christmas volume you ever enjoyed.

THE LIONEL CORPORATION

15-17-19 East 26th Street, New York City

West Coast Branch M. Sweyd & Son, Representative 718 Mission Street San Francisco, Cal. Midwest Branch Merchandise Mørt Room 1428 Chicago, III. Canadian Branch H. F. Ritchie Co., Ltd. Toronto and Branches

LIONEL

NEW! The "Winner" Electric train—complete with transformer to sell at \$3.95. Others priced to \$5.95. Place your order now.

ELECTRIC , TRAINS



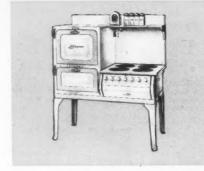




QUALITY ELECTRIC RANGES

Chromalox Super-Speed Units are standard, equipment for the entire line of Quality Electric Ranges made by Roberts & Mander Stove Co. of Philadelphia, Pa.

See N. E. L. A. EXHIBITS Nos. 474 & 476



L & H ELECTRIC RANGES

Chromalox Super-Speed Units are standard equipment for many of the electric ranges made by A. J. Lindermann & Hoverson Co. of Milwaukee, Wisconsin.

See N. E. L. A. EXHIBITS Nos. 611 & 613



MONARCH ELECTRIC RANGE

Chromalox Super-Speed Units are standard equipment for many of the Monard electric ranges made by Malleable Iro Range Co., Beaver Dam, Wis. Monard Water Heaters also Chromalox-equipped

Chromald ard for m by Armst Corp., Hu See N. E Nos.

ARMSTR

114

ELECTRICAL MERCHANDISING

Vol.45, No.6

MAINTAIN LOAD ON LINES

KEEP CUSTOMERS SATISFIED

REDUCE SERVICE COSTS

WITH CHROMALOX SUPER-SPEED **ELECTRIC RANGE UNITS**

Now for the very first time, there is available TO FIT ANY RANGE now in use, a heating element combining those vital advantages—SPEED, EFFICIENCY, SAFETY, LONG LIFE and EASY INSTALLATION. Write for Electrical Testing Laboratories Report.

MODERNIZES ANY RANGE IN 15 MINUTES. Simply take out old element, slip in and connect a Chromalox Super-Speed Unit.

SERVICE COSTS REDUCED. Chromalox Units have been in use on electric ranges since 1924. Thousands of these units are operating as original equipment on electric ranges giving years of satisfactory service. Patented embedded *type construction and

other Chromalox features insures this unusually long operating life with original heating qualities.

QUICK SHIPMENTS-A SIZE FOR EVERY RANGE. Prompt shipments enable you to give range customers quick service. Mail coupon for complete prices, discounts, etc. -showing complete sizes available for wide variety of electric ranges.

10 REASONS WHY YOUR CUSTOMERS WANT CHROMALOX SUPER-SPEED UNITS

Chromalox Super-Speed Range Units, interchange-able for balanced-load or series-parallel operation, combine all of the good points of both previous open and closed type units: (1) Reasonably Priced. (2) Easily Installed—no fuss or muss. (3) Heat Faster, More Efficiently, More Economically—use less kilowatt hours. (4) Operate at Visible Red Heat. (5) Smooth, Flat Top—chromium alloy heating sur-

face. Direct contact between utensil and heating element increases cooking efficiency. (6) Fully Enclosed* Heating Elements protect operator. Shockproof—no exposed wires. (7) Strong, Durable, Long Lived—maintain original heating efficiency. (8) Pots and pans cannot damage units. (9) Safe—each heating element can be individually grounded. (10) Easily Cleaned—bright chromium reflector.

*Having the resistor embedded in refractory material under hydraulic pressure and baked at red heat.

. MAIL THIS COUPON WITH YOUR LETTERHEAD

To Edwin L. Wiegand Co., 7525 Thomas Blvd., Pittsburgh, Penna.

Please send us complete information about Chromalox Super-Speed Range Units including prices, quantity discounts, etc. Also ship us the following units allowing us 30% discount.

1000-watt units to fit (Model and Make of Range)_____ 1200-watt units to fit (Model and Make of Range)_____ __ @ 8.00 each 1500-watt units to fit (Model and Make of Range)____ ___ @ 8.30 each

2000-watt units to fit (Model and Make of Range)___ _ @ 8.75 each

Please Check

Dealer

Contractor-Dealer

Jobber

Power Company





ARMSTRONG RANGES

VGE

stand

marc

nard

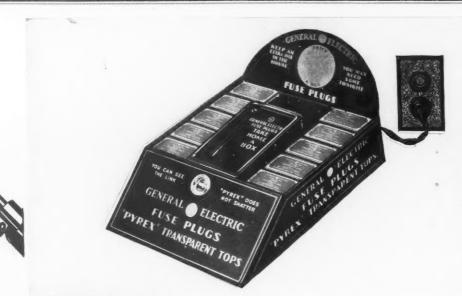
ipped

Chromalox Units are standard for many ranges made by Armstrong Elec. & Mfg. Corp., Huntington, W. Va.

See N. E. L. A. EXHIBITS Nos. 200, 202 & 204

June, 1931

MANUFACTURED EXCLUSIVELY BY EDWIN L WIEGAND CO.,7525 THOMAS BLVD., PITTSBURGH, PA. U. S. Patent 1614330, 1614331, 1706015, 1706016. 1706017. Other Patents Applied For.



Enlarging with this

SALES

MAGNIFIER

THAT is exactly what the magnifier does for G-E Fuse Plugs with *Pyrex Transparent Tops—it not only enlarges the figures on the link to make them easier to read, but it also enlarges your sales by its quick appeal to the public.

For people like this new fuse plug that helps them to see inside. There's no question which plug in the fuse box has blown—its transparent *Pyrex top admits plenty of light so you can see quickly if the link has been ruptured.

A handy little box containing five of these plugs makes a convenient sales unit. And for real selling help, get one of the special G-E flasher displays. You put your customers' change in the glass receptacle, a light illuminates the display, and the customer gets a vivid reminder to buy G-E Fuse Plugs with *Pyrex Transparent Tops.

Ask your G-E distributor for G-E Fuse Plugs with *Pyrex Transparent Tops. He will also tell you about the G-E flasher display. Or write to the General Electric Company, Section 1-366, Merchandise Department, Bridgeport, Connecticut.

*Reg. U.S. Pat. Office

This Counter Piece is an efficient salesman, always reminding your customers to buy G-E Fuse Plugs with *Pyrex Transparent Tops. Ask your G-E distributor how to obtain this display.

GENERAL



ELECTRIC

FUSE PLUGS with

44444444444

MERCHANDISE DEPARTMENT - GENERAL ELECTRIC COMPANY - BRIDGEPORT, CONNECTICUT



Accepted

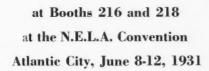
by HOME-MAKERS

Home Economics Authorities and Electrical Merchandisers

Thousands of home-makers in various parts of the country are using and praising the portable Conover Electric Dishwasher. Utility testing laboratories, Good Housekeeping Institute, Delineator Home Institute and many individual household economics authorities highly endorse it. Sold by leading electric light companies, department stores and other electrical dealers.



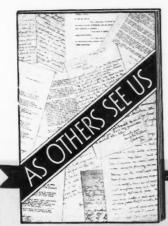
SEE IT





CONOVER Electric DISHWASHER

WASHES-RINSES-DRIES HOME DISHES AND IS SELF-CLEANSING



Scores of typical users of the portable Conover Electric Dishwasher tell in their own words their opinion of the Conover in a new booklet entitled "As Others See Us." Read this booklet and judge for yourself whether you can afford not to sell the portable Conover.

Acceptance of the dishwasher idea is confirmed by unbiased articles in leading magazines, newspapers and trade papers. Consumer acceptance for the Conover is furthered by national advertising in women's magazines and leading metropolitan newspapers.

All portable model CONOVERS are sold only by the electric trade. Sink model CONOVERS are sold exclusively by the plumbing trade.

Mail Coupon Today for Interesting

Made and Guaranteed by

THE CONOVER COMPANY

Dept. EM-6—General Offices 140 South Dearborn Street CHICAGO, ILL.

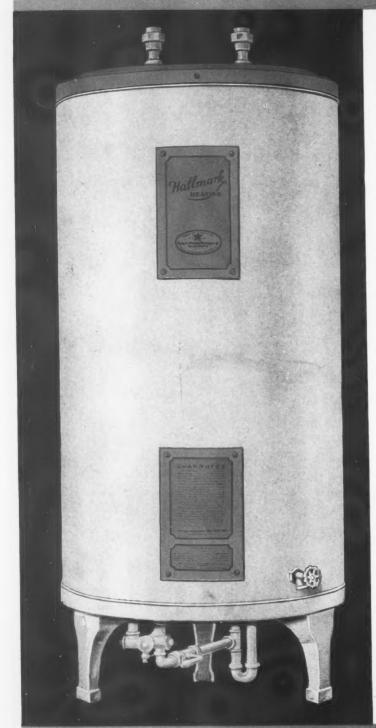
YES—SEND US THIS BOOKLET

Please send us a free copy of the new booklet, "As Others See Us," and full information about your proposition to dealers.

NAME

STREET..... STATE....

NEW BUSINESS



The industrial load is down. The domestic appliance market presents problems. Where do we go from here to find the open road to more sales, more-load-per-customer, more good-will everywhere? Here is the answer:

HERE'S a thoroughly practical load builder that supplies a basic necessity—hot water; a specially engineered water heater that can be sold widely—to increase present current consumption eight to nine times in the average home.

The new HALLMARK Water Heater has cleared away the last obstacles to the practical commercial development of electric water heating. It now places electrically heated water within the reach of the great mass of "average" homes, with operating costs on a competitive par with other forms of automatic water heating. It enables the building of worth-while current sales, yet does not increase the cost of hot water to the user.

Designed mainly for current consumption during off-peak hours, the HALLMARK Heater can be operated with unheard-of-economy—under inducement rates at which any utility can make money.

Engineered to a degree of utmost simplicity, factory-assembled into a complete unit, the HALLMARK does not frighten off prospective customers by prohibitive first cost.

Connected with almost socket-like simplicity, the heater can be installed at negligible cost.

Where, then, can any heat-light-and-power company find greater opportunity for filling in sales curves? How can it better put generating equipment to fuller production during hours in which it now is idle or running below capacity? What appliance offers the merchandising manager a more fertile field for building up the income of

Hallmark Electric
Water Heaters



... WHERE ARE YOU GOING TO GET IT?

his department, or a more profitable opportunity to cooperate with the dealers in his community?

Home and building heating is in the offing. But water heating has arrived. Nothing can stop its general adoption. Through steadfast pioneering and the helpful cooperation of various utility engineering groups, the Hall Electric Heating Company has been enabled to provide a heater which brings "hot water by wire" into sound commercial practice. Get all the facts—now. Send for our new eight-page bulletin (filing size), "HALLMARK Electric Water Heaters," giving detailed information on construction, capacities, installation, maintenance, sales, etc.

The Hallmark WH Water Heater

Adaptable to all schedules and load characteristics. Operates under off-peak, continuous or combination service.

Entirely automatic. Regulated by time and thermostatic switches of unquestioned dependability.

Mixing valve (automatic) permits storing of 200° water and delivering twice the quantity of usably-hot water at faucet.

Low operating cost assured through extra-thick insulation, heat trap, and most efficient heating element known.

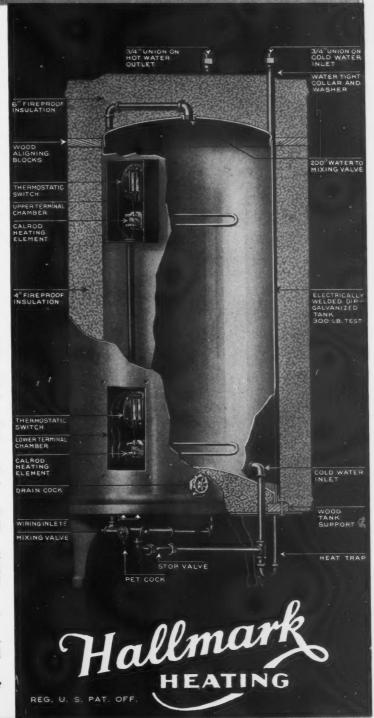
Low first cost made possible through scientific engineering and highly perfected centralized manufacturing facilities.

Low installation cost due to completely in-built design with factory-assembly of parts and equipment. Only two pipe and two electrical connections required.

Low maintenance because of rugged construction, easy adjustment and trouble-free simplicity.

Easily serviced. Heating element can be removed, tank flushed and mixing valve cleaned without interruption of hot-water supply.

Three sizes—30, 50 and 80 gallons, giving a range of 60 to 160 gallons per day.



HALL ELECTRIC HEATING COMPANY, Inc.

Pioneers in Low Cost Water Heating

1429 WALNUT STREET, PHILADELPHIA, PA.

THE BARTON "STEP-UP" LINE Continues to

Step Up Sales for Dealers!

A profitable sales leader, the Barton Model M opens the way for sales in lower price ranges and leads to . . .

The leader of the line, Barton Model K, whose many refinements make it an outstanding value . . .

With the Barton De Luxe Model J, at \$99.50, a beautifully proportioned washer, for those who want the best, whose exceptionally generous margin permits of intensive sales efforts.



Also furnished with coral tub and brown trim





TRIED SALES PLAN PROVES THAT PROFIT LIES IN SELLING ALL YOUR MARKET

THE Barton "Step-Up" Line has proved the wisdom of selling all your market—not just one low-priced model for mere volume of sales. Barton Models M, K and J, give you a completely balanced display of washers from the low price range up to the refined, more profitable models. You can sell all your prospects—never need to lose a sale to a competitor on price. And you can build up many of your low price prospects into sales at more profitable prices.

This is the famous "Step-Up" Line that made history for its dealers in 1930—with a 48.5% increase in sales! Sales this year for Barton dealers are steadily mounting. Three Barton Washers from the "Step-Up" Line are shown here—each contains the finest mechanical unit ever built into any washer. All are finished in striking color combinations, good looking on the sales floor, attractive to the housewife. And dealers report that the superior construction of Barton Washers practically eliminates service calls.

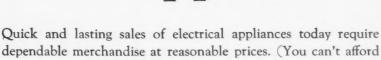
Wire or write today for full details of this tried sales plan.

THE BARTON CORPORATION

WEST BEND, WISCONSIN

Points of Profit for You with





to jeopardize your good name and trade with cheap devices.)

In the TORRID line you have a complete assortment of household electrical equipment giving these five points of profit: (1) Satisfactory load builders because they are all portable heating and cooking devices. You can sell them *in addition* to refrigerators and ranges; (2) Established high quality—the public has faith in the TORRID line; (3) Eye appeal—well-designed, attractive, easy to sell; (4) Chromium plated—an important feature not usually found in merchandise at these low prices; (5) Priced for today's pocketbook, with discounts that show you a good profit.

Here are seven leaders always in demand — always good trade builders because they are dependable. Write today for catalog, prices, mats and display material.



TORRID "WILWEAR" RANGE

Cooks a full meal for a family of five. No special wiring needed. It plugs into any convenience outlet. Range is 35" high and consists of stand, oven and detachable top stove with two hot plates equipped with regulating switches. Finished in black or gray with color trim.



THERAPEUTIC LAMP

Sheds a strong, even light-heat. Very beneficial in treatment of neuralgia, earache, neuritis, etc. Patented beaded reflector prevents hot spot. Light in weight and strong. Switch in handle, with 8 ft. of white silk-covered cord and separable attachment plug.



Heating element, specially designed nichrome. Best household iron value ever offered. Chromium plated. Full 6 lb. weight. Cool, comfortable grip handle. New type ventilated heel rest. Beveled edge sole plate. Bakelite cord set.



AUTOMATIC TOASTER

Fully automatic, durable and dependable, it toasts a large slice of bread on both sides in one minute. Seven toasting temperatures. Unusually quiet. Chromium plated. Bakelite cord set.



DEVEDGIBLE TO LOTER

Always a popular number. Light touch of finger on cool button reverses toast automatically. Quickly toasts two large slices of bread at one time. Chromium plated. Bakelite cord set.



BEAUTYLINE" PERCOLATOR

Very graceful and modern. Nickel plated heavy copper base. Cold water type percolator makes wonderful coffee. Heating element has safety fuse. Bakelite cord set.

"REDEORD" WAFFLE IRON

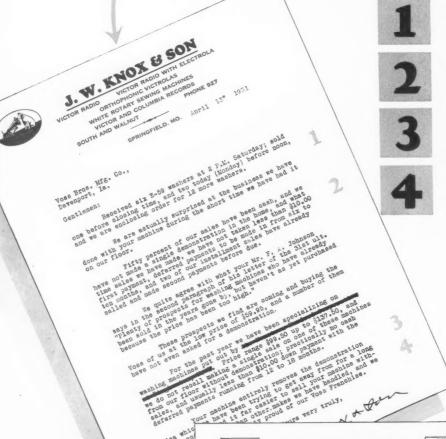
This waffle iron will harmonize with the smartest table appointments. Automatic heat indicator tells when grids are at correct temperature to bake perfect waffles. Ebonized wood fittings. Bakelite cord set.



THE BEARDSLEY & WOLCOTT MFG. CO.

WATERBURY, CONN., U. S. A.

Isn't this what you want,



MORE SALES... "We are actually surprised at the business we have done with your machine during the short time we have had it on our floor."

MORE CASH SALES . . . "Fifty per cent of our sales have been cash. . . . We have not taken less than \$10.00 first payment."

NO HOME DEMONSTRATIONS "Your machine entirely removes the demonstration idea, which we have been trying to get away from for a long while."

BIGGER NET PROFITS... result from the three VOSS advantages listed above, causing our dealers to say . . . "We want to add, we are mighty proud of our VOSS Franchise."

NOTE—All excerpts above are from the letter reproduced at the left. Read it!



vs following massage, subject to the terms on body harmof, which are harmby:

VO 2 40 DL APRII 24

MR. EILIS CHANEY
SOUTHERN EQUIPMENT COMPANY
SAN ANTONIO TEXAS

MOST HIGHLY RECOMMEND VOSS BROTHERS AS TO BOTH FOLICY AND PRODUCT
LAST TWO MONTES SOLD IN CALIFORNIA APPROXIMATELY ONE THOUSAND MACHINES
DEALERS ENTHUSIASTIC ABOUT FRODUCT AND BOTH DEALERS AND OURSELVES
ARE OF OFTNION THE MACRINE IS BEST DESIGN AND PROMISES TO BE MORE
FREE PROM SERVICE THAN ANY MACHINE OPPERED ON MARKET REGARDLESS OP
PRICE IN OUR JUDGMENT YOU WILL ACQUIRE THE MOST DESIRABLE AGENCY THE
WASHER MACHINE INDUSTRY HAS EVERT OFFER

H. B. HARRIS LISTENWALTER AND GOUCH INC

THE QUICKEST, SUITEST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

Mail this coupon today

VOSS BROS. MFG. CO., (7-31)
Davenport, Iowa

Gentlemen: Please give me details of the VOSS DEALER'S FRAN-CHISE for my territory.

Address....

There Are Hundreds More!

The letter and telegram above are representative of hundreds of others now in our files and open to your inspection.

Why don't you take steps right now to secure the VOSS Franchise? Why don't you sell the washer that sells easier, with more cash sales and no home demonstrations?

Why don't you sell the VOSS, the washer which meets today's demand for quality at a low price? Fill out and mail the coupon right now!

The Only Washer At Any Price That Duplicates Hand-Washing Action.



When You Wash By Hand You Wash In The Suds at The Top.



The VOSS Agitator
Washes In The Suds
At The Top.



Dirt Always Falls To The Bottom.

Mr. Dealer? The VOSS

a phenomenal profit maker...

Sales volume . . . and what volume . . . is bringing VOSS Dealers the most profitable washing machine business they have ever experienced.

Dealers who for many years ordered only one machine at a time, are now ordering in six and twelve machine lots. And, frequently, they report that their entire order is sold from a single floor sample before the shipment arrives!

Larger dealers, too, are experiencing the same phenomenal demand, and we are shipping more car load lots than ever before in our 55 years as washing machine manufacturers.

More National Advertising?

VOSS has increased its national advertising. Larger space and more insertions than originally planned, will be used in The Ladies' Home Journal, Good Housekeeping and The Farmer's Wife during the rest of this year.





The VOSS has everything that thousands want!

It has quality, tested and approved by Good Housekeeping Institute, and guaranteed by the oldest manufacturers of washing machines. It has the only agitator that duplicates hand-washing action. It has a full-sized porcelain enamel tub. It has a genuine Lovell wringer and Westinghouse motor. It has all mechanism enclosed and running in oil. It has beauty of line and finish. It has everything that thousands of thrifty buyers want.

All this at the lowest price for which a washer of VOSS quality has ever been sold!





HAAG dealers sell women the washer that will do it!

HAAG advertising is convincing women that their clothes secrete dirt that their present method of washing is not removing... Haag dealers are convincing women that the Haag safety agitator is scientifically designed to remove even the stubbornest clinging dirt particles. Consequently, Haag washers are selling—and no wonder!

Haag dealers don't need to sell washers—in competition with every other dealer. They can sell "clean clothes"—something every housewife wants. Any Haag will deliver just that—and if you sell them, you know it! If you're still trying to sell "washers", switch to the Haag line (of four models) and sell clean clothes.

And, whether you're a Haag dealer, or not, mail the coupon today for proof sheets of our new "Dirt Series" campaign—"10,000 Hiding Places for Dirt". It's chock full of ideas you can use.



MODEL 75-One of the four models in the Haag line

HAAG BROS. CO. 311 West Washington Street, Peoria, Illino	. 311 West Washington Street, Peorie	Washington Street,	West	311	ROS. CO.	AG	HA
---	--------------------------------------	--------------------	------	-----	----------	----	----

Please send the proof sheets on your "Dirt Series" advertising campaign, and any other suggestions for selling Haga Washers. I understand this material is Free.

Firm Name	
Business	Street
City	State



Simplified Refrigeration

Pits right into your business

You're looking for new sources of business —to make up for reduced profit margins in many other lines. Now you can handle electric refrigeration free from the heavy overhead charges that have always handicapped dealers in the past. No longer can costly Service Departments be a big factor in your business.

For the new Servel Hermetic fits right into your present business. You sell this highly simplified refrigerator entirely as a merchant—without any need for a repair shop.

The working unit is hermetically sealed—permanently locked in a bath of oil, to eliminate kitchen repairs, intricate adjustments and replacement of parts. It's a "package job" already installed in the cabinet—putting an end to field assemblies.

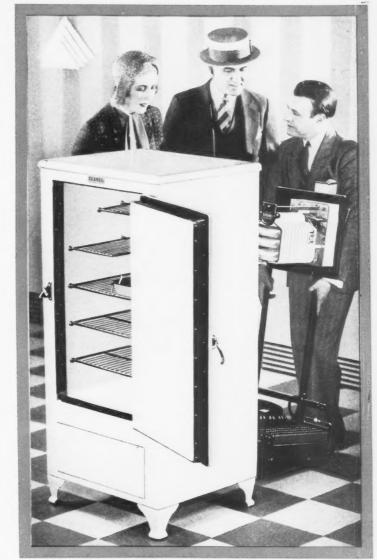
It requires fewer moving parts. And those parts most likely to cause future trouble have been discarded entirely. The Servel Hermetic is the simplest electric refrigerator ever produced—requires no fans, belts or pulleys—no float valves or expansion valves—on fuses or stuffing box seals.

You have a quick market, a profitable market, for a refrigerator as outstanding as this one. Striking full-color pages in The Saturday Evening Post plus powerful newspaper advertisements in your own territory direct scores of interested prospects to your Servel display. Your list of selling points cannot be matched by any other refrigerator on the market today. Write immediately for the attractive Dealer Plan which insures profitable business for you.

SERVEL SALES, INC., Evansville, Indiana A complete line of household and commercial refrigeration

QUICK FACTS

> Servel Factory Guarantee protects dealer and customer alike



SERVEL

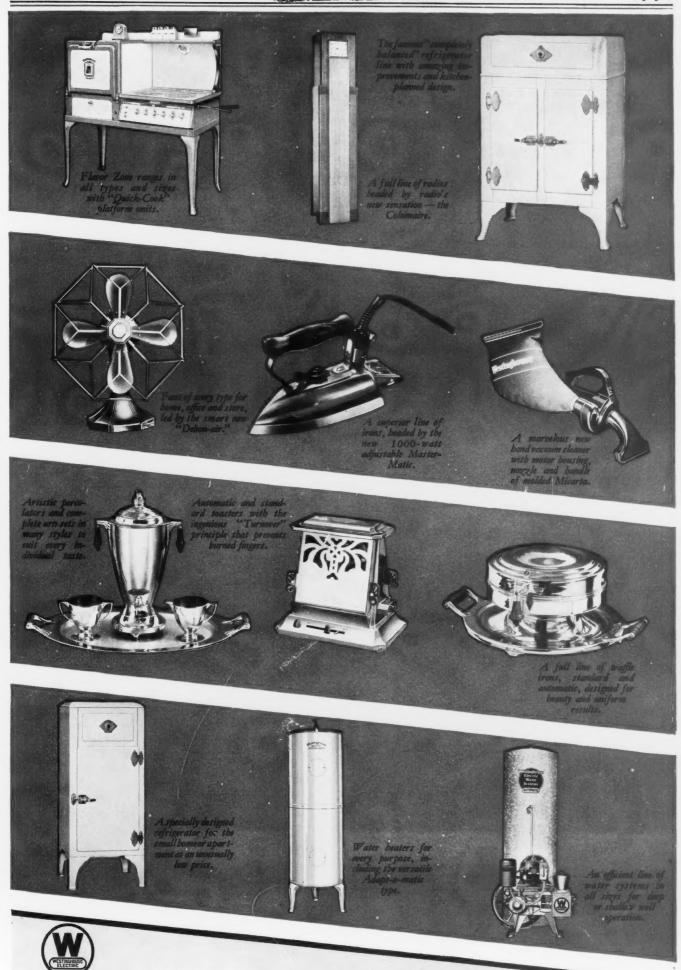
HERMETIC

Simplest electric refrigerator ever produced

Watch for the next Servel consumer advertisement in the June 13 Saturday Evening Post. Your customers will read it, too!

The new WESTINGHOUSE MERCHANDISING DEPARTMENT offers the most complete line of customstyled electrical products ever advertised under one name and sold by one sales organization with nation-wide distribution.

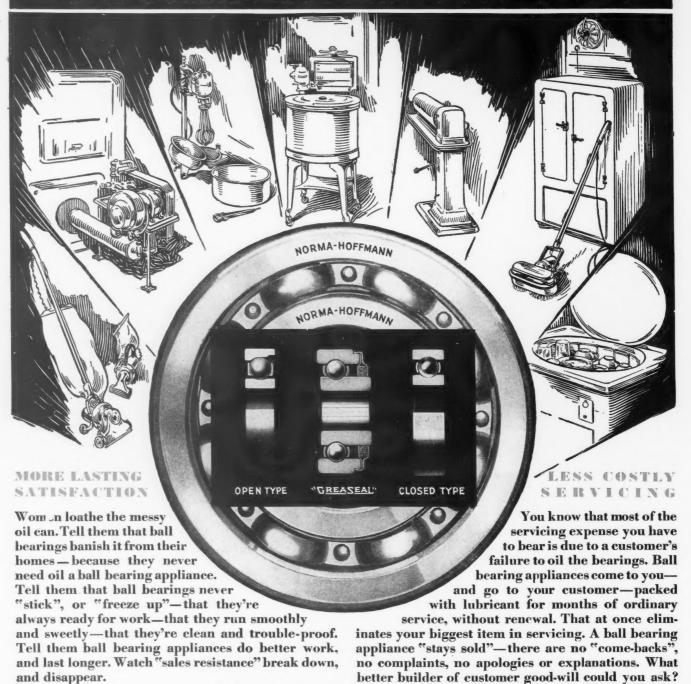




HIGH QUOTA DEALERS ARE FINDING

LARGER SALES and LARGER PROFITS

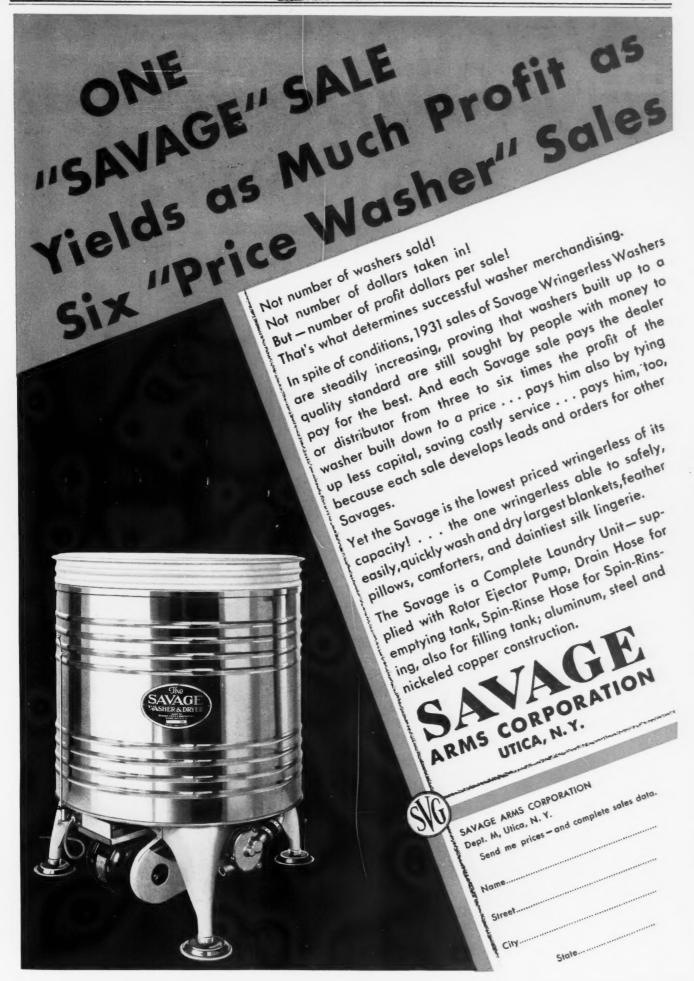
IN SELLING
BALL BEARING HOUSEHOLD APPLIANCES



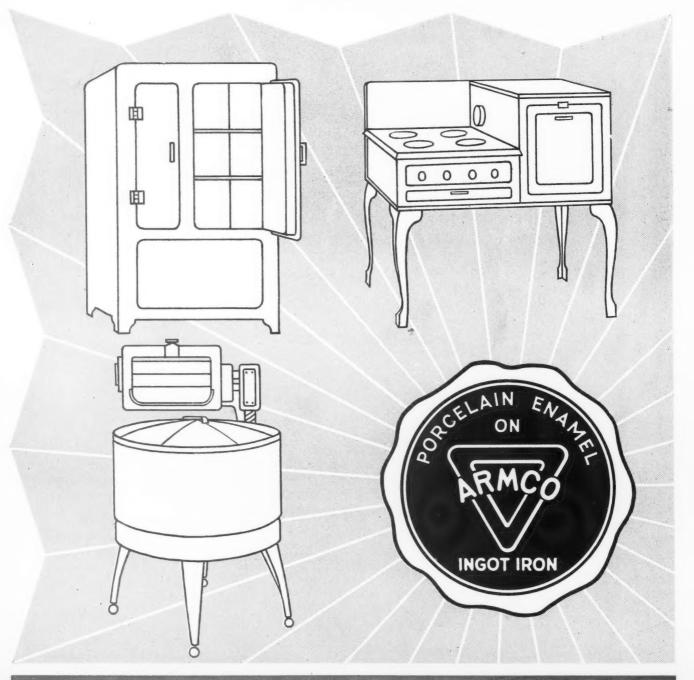
ASK YOUR APPLIANCE MANUFACTURER TO USE

<u>NORMA-HOFFMANN</u> PRECISION BALL REARINGS

NORMA-HOFFMANN BEARINGS CORPORATION STAMFORD, CONN., U.S.A.



Talking points that



ALL THE LEADING MANUFACTURERS
USE ARMCO INGOT IRON AS A BASE

HELP YOU SELL more

Porcelain Enameled Appliances

Iron, the world's standard enameling iron, you turnover, and satisfied customers.

OUR prospects for porcelain enameled aphave six more good points to help you sell. pliances know how important to appear- Use these talking points when discussing ranges, ance and service life is the metal base beneath refrigerators and washing machines. You'll obthe smooth, lustrous finish. If it is Armco Ingot serve their effect, in quicker sales, increased

- 1. Armco Ingot Iron was the first iron made expressly for porcelain enameling.
- 2. It is more widely used for this purpose than any other metal.
- 3. It is used exclusively by many of the world's largest manufacturers of ranges, refrigerators, washing machines and other products.
- 4. Armco Ingot Iron has a specially processed surface that grips and holds the porcelain finish in a firm enduring bond.
- 5. It is virtually free from the harmful impurities that cause defects and blemishes in porcelain enamel.
- 6. Your customers know Armco Ingot Iron. They have been reading about its merits for sixteen years in their favorite magazines and more recently they have been listening to Armco radio broadcasts that entertain and inform millions of people.

As you explain the importance of quality iron label bearing the familiar Armco Triangle. in porcelain finished appliances, point to the You'll find it pays.

THE AMERICAN ROLLING MILL COMPANY

Executive Offices, MIDDLETOWN, OHIO

Export: The Armco International Corporation

Chicago Philadelphia

Cincinnati

District Offices Cleveland St. Louis

Detroit San Francisco New York

OF ELECTRICAL APPLIANCES FOR PORCELAIN ENAMEL

"HOW I GET EXTRA VALUE FROM MY ADVERTISING DOLLAR"

"She asked for a General Electric Cleaner...said she supposed I handled them, for she'd seen my ads on General Electric Fans. When she left the store I figured that I get a big plus value for every dollar I invest in advertising General Electric merchandising products."





You can obtain prompt delivery of everything electrical from a General Electric Supply Corporation wholesale warehouse near your store.

When you handle a complete line bearing the same name, you seldom need to change the trademark which identifies your local advertising. As you constantly repeat the General Electric name, in association with your own, you benefit more and more from its tremendous sales-developing power.

Every dollar spent for advertising will do more than a dollar's worth of work...and you will make a greater net profit...when you concentrate your selling efforts behind the merchandise that you purchase from the General Electric Supply Corporation.

GENERAL ELECTRIC

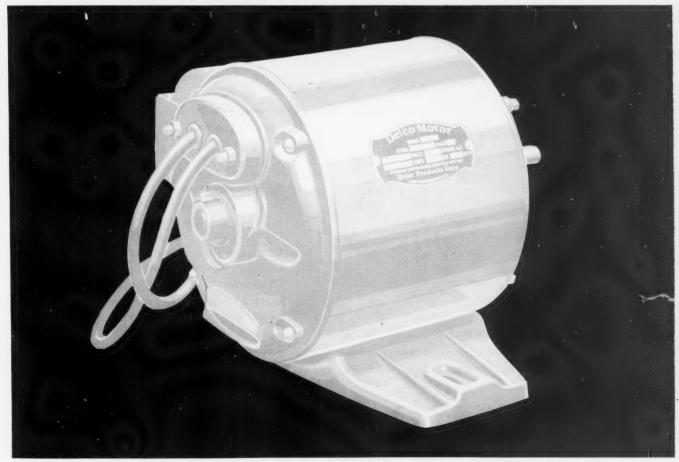
SUPPLY CORPORATION

006160

Delco motors are individually designed to meet each customer's specific requirements. In quality, however, all are uniform. All Delco motors run quietly. All are dependable. All satisfy the most exacting starting-current requirements of electric power companies. If you are contemplating a change in your motor applications, call in a Delco engineer. He will co-operate with you in laying out an installation that exactly fits your needs.

Dependable field service for Delco motors is provided through the nationwide facilities of United Motors Service

DELCO PRODUCTS CORPORATION, DAYTON, OHIO



Fractional H. P. Motors

June, 1931

ELECTRICAL MERCHANDISING

13



My wife was telling me -

That your Lovell wringer plays quite a part in the washing scheme.

Dealer: Rather! Washing includes three operations: soaking, slushing and pressure cleansing. The soaking loosens some of the soil; the slushing dislodges the most of it. But the grimy water and tiny particles of dirt and soap must be squeezed out of the fabric, if you want it spotlessly clean—and that's the function of PRESSURE CLEANSING.

The Lady: My husband understood that part. But I couldn't explain about rinsing. He seemed to think that rinsing ought not to be necessary if pressure cleansing so completely squeezed out the dirt.

Dealer: A good point, well taken. Suppose we consider it this way: If you run your dry clothes through a Lovell Pressure Cleanser, what happens? Absolutely nothing! Dirt can be removed only when it is in solution. So pressure cleansing does not *eliminate* rinsing; it simply makes each rinse a hundred times more effective.

The Lady: How clear you make it! Against pressure cleansing, hand wringing sounds pretty amateurish, doesn't it?

Madam. The Lovell Pressure Cleanser does represent the last advance in modern washing methods. It exerts a force many times more powerful than hand and arm, but—most important to your fabric—that force is directed, evenly distributed and controlled. When your clothes have passed through the Lovell patented rollers after the final rinse, you have linens and wearing apparel fragrantly, spotlessly clean.

The Husband: I haven't an alibi left, have I? Well, this much is certain. We shall insist upon a Lovell Pressure Cleanser on our new washing machine.

The above conversation was shortened

because of space limitations. But it is illustrative of many actual discussions taking place daily throughout the country. You dealers have in Lovell Pressure Cleanser a magnificent sales feature, backed by a nation-wide advertising support. Make the most of it!



LOVELL MANUFACTURING COMPANY, ERIE, PENNSYLVANIA, U. S. A.

AND PRESSURE IS NEEDED TO

134



CLOTHES REALLY CLEAN

June, 1931

ELECTRICAL MERCHANDISING

135

Usefulness of Electric Service Increased

Customers of Standard Gas and Electric Company system find new uses for electricity; Per capita use increases; Additions to generating capacity required; New business development will continue.

RESIDENTIAL customers of subsidiary and affiliated public utility companies of Standard Gas and Electric Company demonstrated the growing usefulness of electric service by increasing the average use of electricity ten per cent in 1930. The average annual use of electricity per residential customer increased from 550 to 605 kilowatt hours during the year.

Efforts to increase the usefulness of the service to the public through the sale of labor-saving appliances were not confined to the system's own stores. By active co-operation through sales and advertising, other dealers offering such appliances were assisted in every way possible.

As a result of the increased use of service by the public, and giving due consideration to estimated future demands, the system increased its electric generating capacity 144,917 kilowatts to a total of 1,539,637 kilowatts, and made numerous extensions of transmission

and distribution lines. Gross construction expenditures for additions and replacements during 1930 were \$55,561,000. Service demands of the public require a construction budget of \$45,068,000 for 1931.

The system serves 1,137,000 electric customers of all classes—residential, rural, commercial and industrial—nearly 30,000 having been added during 1930. Noteworthy progress was made in the extension of service to farms and other rural customers.

The total output of electric energy for the year was 4,594,750,000 kilowatt-hours. The net increase of new business actually connected to the system's lines totaled 189,600 kilowatts, and at the end of 1930 a total of 3,312,475 kilowatts of connected load was served.

Sound development of new business, with particular emphasis on increasing the usefulness of the service to the public in every way, will continue in the future as it has in the past.



Byllesby Engineering and Management Corporation

(Wholly-owned subsidiary of Standard Gas and Electric Company)

231 SOUTH LA SALLE STREET, CHICAGO



Yes... sensational! For the first time... complete laundering can be done in the home... easily... quickly... economically! This ingenious device... so simple a child can operate it ... stops drudgery... pays for itself in actual cash-in-bank savings... increases the sale of washing machines! Without any reservations, it is one of the most sensational advances in current consuming devices ever built by General Electric... and it reaches one of the most unsaturated appliance markets existing today... a companion piece for 7,000,000 electric washing machine users.

It will be at the N. E. L. A. Show . . . of course . . . in the limelight . . . along with G-E Washers and the full line of G-E home appliances. If you can't get there . . . be sure to send the coupon now . . . it will bring you a proposition unequalled in the entire home laundry equipment field! See it at the N. E. L. A. Show.

GENERAL ELECTRIC

HOME LAUNDRY EQUIPMENT

MERCHANDISE DEPT. - GENERAL ELECTRIC COMPANY - BRIDGEPORT, CONN.

June, 1931

ELECTRICAL MERCHANDISING

Model W Washer—
(shown below) equipped with powered wringer and Activator, of course.

Model T troner — for table use, Also wringer post type for use with Model W Washer—Stainless creel Shoe.

Section H-366, Merchandise Department, General Electric Company Bridgeport, Com.

Of course we want to know all about this sensational new high profit appliance.

Name





Also equipped with 4-cycle gasoline motor for homes without electricity.

Throuncing ANEW WRINGERLESS WASHER A NEW WRINGERLESS WASHER and Design — startling in Beauty and Design

See the new ABC low priced Spinner Model 77 at the N. E. L. A. convention at Atlantic City, week of June 8 As this announcement is being read, the entire industry pauses to again marvel at the superlative generalship it has come to expect from ABC. The advent of the new Spinner Model 77 overshadows all previous events in washing machine history. Its coming marks a new epoch in washing machine merchandising.

In this latest triumph, ABC offers all the advantages of wringerless washing in a machine priced within the reach of all American housewives.

In 1930, ABC showed a marked increase in unit

again meets Dealer demand

With the Introduction of a New Low Priced SPINNER WASHER

and dollar sales, despite the depression. Think of the tremendous sales possibilities of the ABC line, multiplied several times over by the introduction of the new, popular priced Spinner Model 77. Women who have been dissatisfied with

wringer type washers women who have appreciated the many safety and labor saving features of the centrifugal dryer women who have always wanted but who have hesitated to buy the ABC Spinner because of price, can now own this new, low priced generous capacity (55 lbs. of clothes an hour) Model 77.

We can honestly predict not only greater but easier dealer profits. Greater because of a larger potential market - easier

because of the sensationally low price that will attract customers, yet maintain a fair dealer margin.

Easier, too, because of the newspaper advertising, window displays and other merchandising aids ABC is prepared to give.

ABC Dealers Protected

During our 22 years as the country's leading washing machine manufacturers, we have conscientiously worked toward a closer co-operation with our dealers. Their rights have always been given first consideration. Our's has always been the fairest of franchises. The Model 77 Spinner, which we are now offering, is in keeping with our long established policy of helpful co-operation. Only after three years of

The Responsibility of Leadership A signed statement by Silas H. Altorfer

President of Altorfer Bros. Company

Adhering to the principles of "building what the public wants to buy,"ABC has pioneered more definitely worth while advancements than any maker or group of makers in the washing machine field. The perfecting of the porcelain tub-the sponsoring of wringerless washing through the ABC Spinner—and the introduction of the ABC Electrotable and the completely convertible electric Ironer—all testify to ABC leadership and supremacy. It is only natural that ABC should again lead the way with a popular priced wringerless machine.

The new Spinner Model 77 symbolizes the ideals of service and the spirit of achievement that have marked every step of our growth from a one-room basement factory to an extensive manufacturing unit covering 32 acres. We present it to our dealer organization and to the American housewife with every confidence that it will be enthusiastically received.

With full realization of our responsibilities as the institution of the industry, we pledge ourselves anew to a continuation of the ABC policies of engineering initiative, creative service and dealer co-operation.

(Signed) Silas H. Altorfer

Spinner success had created a definite market for this type of machine did we launch this Model 77 at a price to successfully compete with the wringer types. Refusing to cut prices (and dealer margins), we effected economies in the production of this new model that enables us to offer it at a new low price without sacrificing dealer profit.

We believe that in response to this announcement, we shall hear from dealers who are searching

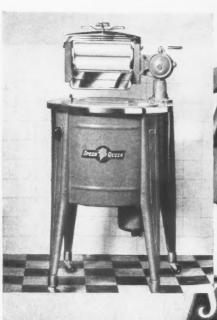
for a liberal return on their energies and time. We are anticipating new connections with firms who wish to join with us in a stable, lasting, profitable business development. More new dealers affiliated themselves with ABC in 1930 than in any other year in our history. Hundreds more will swell our ranks in '31.

> ALTORFER BROS. COMPANY (EST. 1909) ILLINOIS

PEORIA

Makers of the ABC Porcelain Spinner Model 60, ABC Companion, ABC Playmayd, ABC Apartment, ABC Spinner Model 77. Also the ABC Electrotable and the ABC Completely Automatic Ironer.

The finest fabrics are safe from stains and damage in this rust-proof, satinsmooth tub of the new Speed Queen Washer. This machine is mfd. by BARLOW & SEELIG MFG. CO., Ripon, Wisconsin.





SPEED QUEEN

ALL SPEED QUEEN WASHERS

have gleaming tubs of lifetime MONEL METAL

THIS is a year when value counts. Nowhere are women demanding more for their money than in washing machines. Speed Queen now meets this demand with a new washer built around a drawn tub of lustrous Monel Metal—a beautiful tub that will last a lifetime.

In common with other leading manufacturers who have adopted Monel Metal, the makers of Speed Queen washers give new emphasis to the growing public demand for washing machines with the advantages offered exclusively by this modern Nickel alloy.

Women everywhere appreciate Monel Metal's remarkable properties of rust-immunity, corrosion-resistance, steel-like strength and lifetime beauty. They realize that Monel Metal's glass-smooth surface is ideal for washer tub construction, because it ischip-and crack-proof, easy to keep clean and because it protects the sheerest fabrics against stains and roughening.

Your customers will read about the new Speed Queen Monel Metal washer in early issues of leading national magazines. Monel Metal washing machine advertising reaching millions of readers will continue to help progressive equipment merchants win new customers and bigger profits this year.



Monel Metal is a registered trade mark applied to a technically controlled nickel-copper alloy of high nickel-content. Monel Metalismined, smelted, refined, rolled and marketed solely by International Nickel.

MONEL METAL





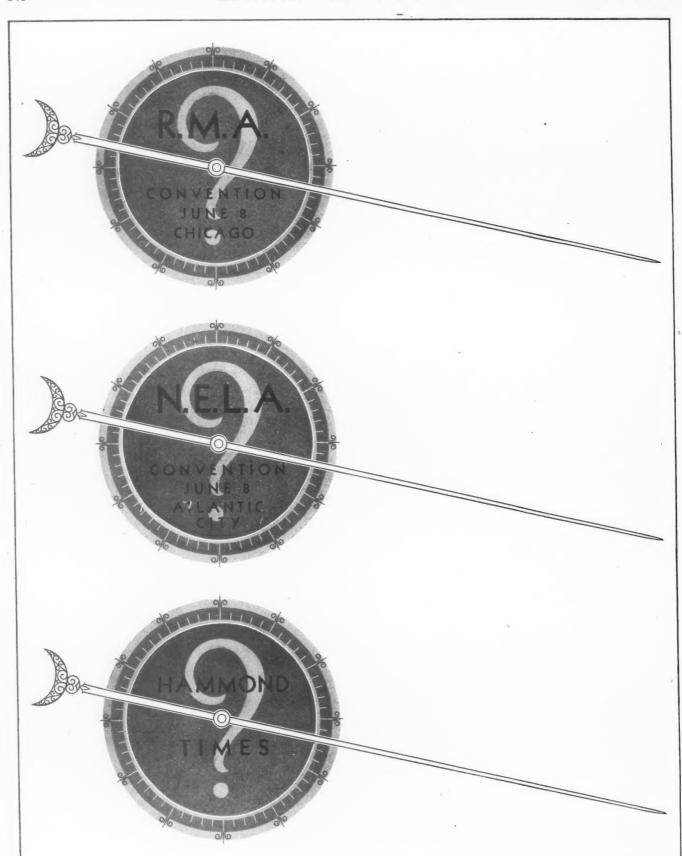
VERY PUBLIC UTILITY
REPRESENTATIVE SHOULD
VISIT THE FRIGIDAIRE
EXHIBIT AT THE N.E.L.A.

* * CONVENTION * *

THERE ARE 2 VITALLY IMPORTANT REASONS WHY



* ADVANCED REFRIGERATION *



HAMMOND ELECTRIC CLOCKS

In the past 18 months Hammond has demonstrated its right to the claim of leadership in the electric clock business.



It is natural, therefore, for the trade to ask the question, "What will Hammond do next?"

Jobbers and dealers attending the R. M. A. Convention in Chicago, June 8th, will receive the answer.

Power company officials attending the N. E. L. A. Convention at Atlantic City, June 8th, will receive the answer.

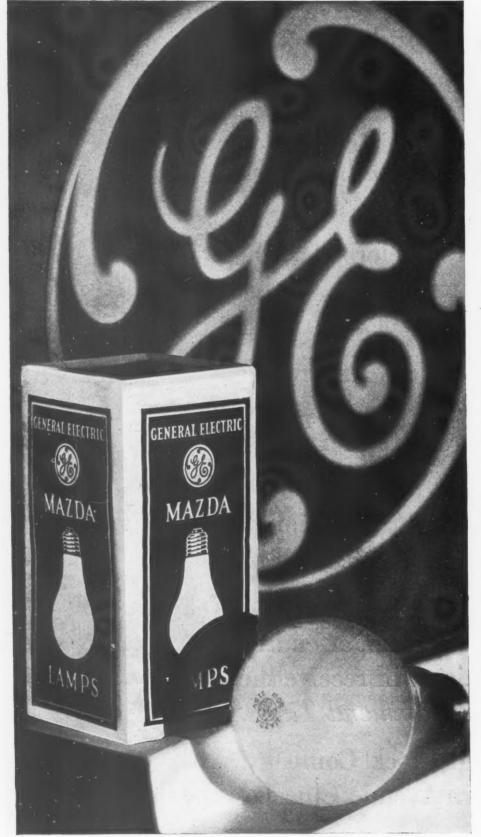
Jobbers and dealers not attending either convention will receive the answer in the *Hammond Times*.

The Hammond Clock Company, 2915 N.Western Avenue, Chicago.

HAMMOND

ELECTRIC CLOCKS

* MAZDA . . . NOT THE NAME OF A THING BUT THE MARK OF A RESEARCH SERVICE



Yes, the lamp business is GOOD

THINGS may not be as bright as they were with many of your lines, but the lamp business continues to be good!

People want light—and get it. Empty lamp sockets must be filled. And when you sell G. E. MAZDA* lamps you make your normal rate of profit—always.

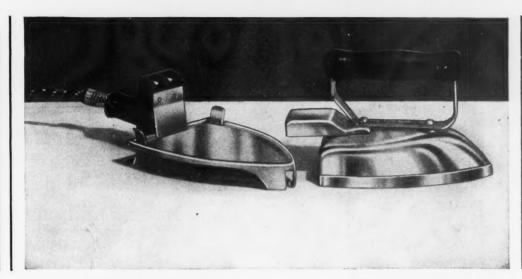
Regardless of business generally, agents for G. E. MAZDA lamps are discovering that the consignment plan, steady prices and unwavering consumer demand assure them good lamp business—always.

Because they sell steadily and consistently and because you take no losses on them—any time—G. E. MAZDA lamps are the bright spot in the present-day picture. Sales and profits continue to be good. Perhaps that is why merchants everywhere are paying more than ordinary attention to the advantages of pushing G. E. MAZDA lamps. National Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.

Join us in the General Electric program, broadcast every Saturday evening on a nation-wide N. B. C. Network



Get The Facts Today On This Wonder Iron



"CORDLESS"—"The Lifetime Iron" **Operates Without a Cord**



The Cord **Automatic Electric Iron**

Identical in construction to the CORDLESS IRON with the exception of the cordless feature. Thermostatically controlled against overheating. Guaranteed for 10 years.

LIST PRICE

Thermostatically Controlled **Cannot Overheat** List \$<u>895</u> Price

New and improved merchandise never fails to stir up dealer interest. Everywhere the New CORDLESS IRON has been presented it has met with sensational response,

It completely solves the "bothersome, in-the-way cord problem," that has irked the patience of the housewife since the invention and widespread use of Electric Irons. Dealers are immediately interested because they know it will sell.

GO OVER THESE FEATURES

- developed by ironing tests.

- 1. Perfect shaped sole plate 4. Air cooled handle Air cooled stand.
- 2. No interference perfect ironing.

 3. Quicker, easier, more comfortable ironing.

 5. No more broken corus.

 6. Guaranteed for ten years against defective workmanship and materials.

 7. Graceful appearance.

Designed to work on 110 volt direct or alternating current, 25, 30, 50 and 60 cycle and is furnished in either 990 watts or 1500 watts rating at no increase in price. Although of high voltage these irons use less current than other Electric Irons on the market.

It is guaranteed to heat faster and retain its heat longer than other Electric Irons.

Jobbers and dealers write us today for full details.

ENTERPRISE CORPORATION

1160 No. Chatham Court « « CHICAGO 8" OSCILLATING MODERNISTIC FAN. -The season's "hit." Soft silvery finish. Looks like 10" fan. Concealed and protectedoscillatingmechanism. \$12.75 list.



10" OSCILLATING ART FAN—Attractive decorative design; ideal for homes and offices. Rich silver-like finish. Concealed and protected oscillating mechanism. A.C. \$18.95; D.C. \$20.45 list.



KOOLITE—New combination fan-light fixture. Only \$20 list.



PORTABLE WALL FAN—8" blades, ideal for kitchens. Fits Biddy bracket. \$7.50 to \$8.50 list.



STANDARD FANS— All types and sizes, oscillating and non-oscillating, from \$6.50 up.



Below—36° and 52° DE LUXE CEILING FAN—A sensational improvement. Only 18½° headroom with light attachment. Lustrous bronze finish. Reversible blades. 'Graceful modern lines. A.C. \$41 to \$56 list.



Let these

NEW FANS increase your summer sales

Right now nation-wide advertising is telling millions about these revolutionary new R&M Fans—the fans that are designed to harmonize with modern interiors. Already they're supplanting old style fans by thousands. Don't let hot weather catch you short. Order today—and order enough! The R & M name guarantees their quiet, trouble-free performance; their rich new beauty guarantees increased sales and extra profits. Robbins & Myers, Inc., Springfield, Ohio; Brantford, Ont.

SELL THE FULL LINE OF R & M PROFIT-MAKERS

Robbins & Myers Inc.

FANS AND MOTORS

HAND AND ELECTRIC HOISTS AND CRANES

WORLD'S GREATEST

WASHING MACHINE VALUE!

Faultess ELECTRIC MODEL MODEL L

Retail Price

F. O. B. Kansas City

Full six sheet capacity. Will wash as well and wear as long as washers at twice the price.

22 inch Armco Iron, double-coated full porcelained tub. Clean, smooth (no bolts in bottom of tub), lasting. Attractive finish. No parts suspended from tub.

One-piece cast aluminum agitator, wide smooth paddles, washes in clean, upper levels of the water.



An Actual Photograph

Full size, free swinging, adjustable wringer. Automatic safety release. Four positions.

Extra heavy frame, strong, sturdy legs, braced in every direction. Enclosed worm and worm gear running in oil. All working parts easily accessible but fully protected.

16-gauge heavy steel skirt, attractively finished. Covers all working parts. Adds to appearance of machine.



MODEL L WITH BRIGGS & STRATTON 4 CYCLE GASOLINE ENGINE

AT LOWEST PRICE EVER OFFERED FULL DISCOUNTS ON BOTH WASHER AND ENGINE

RETAIL PRICE

F.O.B. Kansas City

VULCAN MANUFACTURING CO.

2006 WYANDOTTE ST.

KANSAS CITY, MISSOURI



—and still going strong Another Timken Bearing Service Record!

The Timken Roller Bearings in this Elliott pump installed in a large industrial plant have been in actual service over 4 years, averaging 20 hours a day, 6 days a week, with no attention except for lubrication.

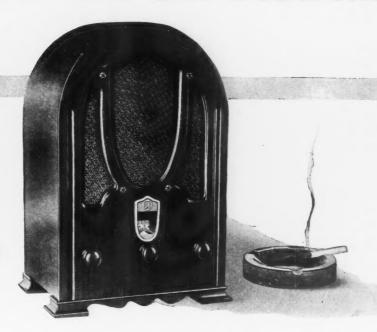
During this time they have rolled up the staggering total of 6 billion revolutions at 3500 a minute—175 times the life of the average automobile—and a recent inspection showed them to be in perfect condition and good for billions more.

THE TIMKEN ROLLER BEARING COMPANY, CANTON, OHIO

TIMKEN Tapered BEARINGS

GENERAL ELECTRIC'S NEWEST! SMALLER THAN THE JUNIOR—PENTODE TUBE

\$37.50 COMPLETE WITH TUBES



• Four tubes—two 224 screen grid tubes; one 280; and a Pentode tube for high output • Tuned radio frequency set • Unit chassis, including power supply system—completely shielded • Dynamic speaker • Attractive cabinet • Tone quality above its price class • Dimensions: Height—15 ¼"; width—10 ½"; depth—7" • Materials, design and workmanship up to General Electric standards • Put these all together—add the exceptionally low price • Result: Sales—and Profits! • See your G-E Distributor or write to Section R-366, Merchandise Department, General Electric Co., Bridgeport, Connecticut •







ATWATER KENT RADIO

The Chicago Show is a Buying Show ...but the big year-round show on your own floor is a SELLING SHOW

As weeks, months and years roll by, the public's choice in radio is Atwater Kent.

Radios come, radios go. Atwater Kent Radio KEEPS ON.

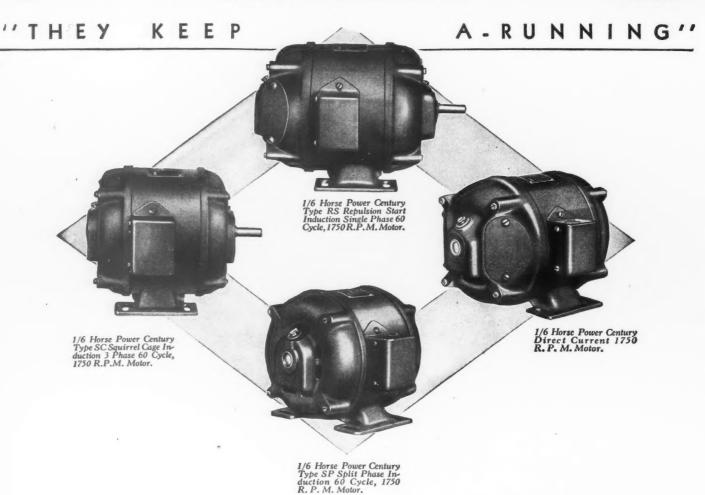
Leader in pioneering—leader in progress—leader in public demand—leader in consistent, satisfying net profits for radio merchants who keep their mind on the public's preference and their eye on the big turnover.

ATWATER KENT MANUFACTURING COMPANY
4700 Wissahickon Ave.

A. Atwater Kent, Pres. Philadelphia, Pa.

See us at the R.M.A. Show

Atwater Kent Exhibit, Booths B 23-24-25-26, Grand Ballroom, Stevens Hotel; Demonstration Rooms 700-701-701A. Also at the Music Industries Convention, Display Rooms 838-839-840, Palmer House. Hear Nanette Guilford, Atwater Kent artist and Metropolitan Opera star, at the Music Merchants' banquet, June 9.



Interchangeable Mounting Dimensions

The mounting dimensions of the Century Motors here illustrated are interchangeable. The steel feet welded to the frame insure accurate and permanent mounting—sub-bases are eliminated by belt-adjustment slots in the feet. The Unusual protection against the entrance of water, dirt and other falling objects is provided by the end bracket construction.

Century Motors are built in standard sizes from 1/8 to 200 horse power.

CENTURY ELECTRIC COMPANY

1806 PINE STREET , ST. LOUIS, MO.

40 U.S. and Canadian Stock Points and More Than 75 Outside Thereof

SINGLE PHASE,
THREE PHASE,
AND DIRECT
CURRENT MOTORS

Century

MOTOR GENERA-TOR SETS, ROTARY CONVERTORS, FANS AND VENTILATORS

FOR MORE THAN 27 YEARS AT ST. LOUIS

We named it G-E Novalux HANDY Floodlight



and Why

FIRST

Because it's handy to stock and easy to sell. The retail price is only \$8.40

SECOND

Because this new, portable, thoroughly efficient, enclosed projector is so handy for hundreds of every-night uses that the market covers the whole range of city, suburban, and rural prospects—domestic and commercial

THIRD

Because the strong, efficient light from its standard 100watt inside-frosted lamp is obviously the very thing
needed in protecting house, grounds, and garage
from mischief-makers; in advertising; in illuminating signs; around service stations, tourists' lodges and camps, parking areas,
real-estate developments, and
small stores; in lighting driveways and places where
evening jobs demand just this
inexpensive,

The Ge

handy

beam

The Handy may be obtained from:

The General Electric Supply Corporation

Other G-E Merchandise Distributors

Any G-E Sales Office

Further information is available from any of these sources

GENERAL

FOURTH

Because it is handy to light the

porches and guard the grounds

of city houses, to furnish

illumination for holiday

decoration, and for

scores of emergency

applications



ELECTRIC

SALES AND ENGINEERING SERVICE IN PRINCIPAL CITIES



· · · the leader in electrical appliance sales right now

The STAR-Rite Magic Maid has proved itself to be the outstanding electrical appliance success of the year. At \$19.50 it has the sales appeal of performance and price that has made it the talk of the industry.

The really tremendous success of the STAR-Rite Magic Maid is not by any means a thing of the moment. Introduced in the fall of 1930, its success was instantaneous, and month by month, sales have increased among our dealers throughout the country.

Ask any electrical or hardware dealer, department store buyer or utility merchandise manager. They'll all tell you the same story. Properly displayed or demonstrated, the Magic Maid is the outstanding appliance of the year. And the reason is quickly stated:

Every woman wants an efficient beater-mixer-juce-extractor combination—and the Magic Maid is such an obviously superior value that there's just one answer: "I'll take the Magic Maid, please."

Get in right now on this splendid opportunity for real profit with volume. Push the nationally advertised winner—the Magic Maid.

The Fitzgerald Mfg. Co., Torrington, Conn.
The Canadian Fitzgerald Manufacturing Co., Toronto, Canada



STAR-Rite
Automatic Toaster

2 slice—Oven Type \$10.00

Chrome Finish...



STAR-Rite Automatic Flat Iron

Chrome Finish—6 lb. \$5.00

Send for full information

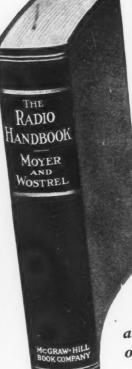
The Fitzgerald Manufacturing Company, Dept. 6-A Torrington, Conn.

Gentlemen: Kindly send me full information.

☐ Magic Maid with details of sales methods and sales helps. ☐ Automatic Toaster ☐ Automatic Flat Iron.

Name_

Address_____



10

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Just Published!

The most important radio book of the year

The RADIO HANDBOOK

Including Television and Sound Motion Pictures

by JAMES A. MOYER and JOHN F. WOSTREL

Both of the Massachusetts Department of Education; Authors of Radio Receiving Tubes, Practical Radio Construction and Repairing, etc.

886 pages, 5½x8, 650 illustrations, flexible, \$5.00

a complete, modern manual of practical and technical radio information

HERE at last is a handbook that meets the need for a complete digest of authoritative radio data, both theoretical and practical, in one logically arranged and thoroughly indexed volume. From the fundamentals of electricity, magnetism and electron theory right down to full details on latest commercial and industrial applications, this book covers the whole field of radio, with descriptions, definitions, design data, practical methods, tables and illustrations in profusion.

Over 850 pages of latest data on such topics as:

- -modern transmitters, Piezo crystal, 100% modulation, etc.
- -commercial and amateur short-wave receivers and
- transmitters, Kennelly-Heaviside layer, etc.
 —marine radio equipment, auto alarm, etc.
- -automobile radio sets.
- -all latest tubes, photo-electric cells.
- —television and sound motion pictures, etc., etc.

Space does not permit a full description of this book. However, we know this is the book for which you have been waiting. Therefore we make this offer: Send no money, just mail the coupon; examine the book thoroughly for ten days free; then pay for or return according to its value to you. No other obligation. Send the coupon today.

M	CGRAV	v-t		
FREE	EXAMINAT	ION	COUPO	N

McGraw-Hill Book Co., Inc., 370 Seventh Ave., New York, N. Y. You may send me Moyer and Wostrel's Radio Handbook, \$5.00 postpaid, for 10 days' FREE EXAMINATION. I agree to remit for it or return it, postpaid, within 10 days of receipt.

ned

City and State

OM 1 P 22

(Books sent on approval to retail purchasers in the U. S. and Canada only.) E.M. 6-31

Increase your profits

with the world's fastest selling line of vacuum cleaners

The biggest names in electrical merchandising...the biggest electrical and department stores...the biggest power and light companies...you'll find them selling Premiers, and making money on them.

The same opportunity for profit is yours ... for Premiers are designed right... and priced right! At \$37.50 the Premier Junior is the finest cleaner with a motor-driven brush that money can buy. For larger homes, the Premier Duplex simply cannot be outperformed by anything on the market for \$60.

Every customer who has a vacuum cleaner is a hot prospect for the Premier Spic-Span ... a light hand-type cleaner for only \$15.50. It takes the place of old-fashioned attachments.

Why not get your share of Premier's steady and profitable business. Send today for our Sales Promotion Plan. It's packed full of real selling ideas. Send the coupon.





Prices slightly higher west of the Rockies and in Canada.

THE PREMIER VACUUM CLEANER CO. Dept. 706, Cleveland, Ohio

We're interested in new ideas for making profits. Please send me your Sales Promotion Plan.

Name.....

Addre

THE PREMIER VACUUM CLEANER COMPANY

CLEVELAND, OHIO

(DIVISION OF ELECTRIC VACUUM CLEANER CO., Inc.) DEPARTMENT 706 · BRANCHES IN ALL LEADING CITIES



THE MERCHANDISE MART, CHICAGO*

The Largest Building in the World uses

EDISON SERVICE

For Electric Light and Power



Leaders in every line of business in Chicago are among the users of Edison Service

COMMONWEALTH EDISON COMPANY

EDISON BUILDING , , , , 72 WEST ADAMS STREET CHICAGO, ILLINOIS

PHOTO BY UNDERWOOD & UNDERWOOD

TIREX CORDS are recommended for:

Adding Machines
Addressing Machines
Advertising Machines
Air Compressors
Air Dryers
Are Lights
Auto Callers
Auto Lifts

Barrel Shavers
Battery Charging Outfits
Beacon Lights
Billing Machines
Billing Machines
Blue Printing Machines
Buffing Machines

Cable Armoring Machines
Calculating Machines
Cameras
Candy Machines
Car Loaders
Car Loaders
Cash Registers
Choppers, Meat
Clocks
Comptometers
Concrete Surfacers
Controllers
Conveyors, High Speed
Copy Press Machines
Cutters, Meat
Cutters, Metal

Dental Machines Dictating Machines, Dimmers, Theater Distributor Tester Drill Presses Drills, Portable Dry Cleaning Machines

Elevators
Embossing Machines
Engraving Machines
Envelope Opening Machines
Envelope Sealing Machines
Escalators

Fans, Blower
Fans, Desk
Filing Machines
Film Washing Machines
Film Winding Machines
Flasher Signs
Floor Polishers
Floor Sanding Machines
Floor Scrubbing Machines
Floor Surfacing Machines
Floor Surfacing Machines
Folding Paper Machines

Grinders, Coffee Grinders, Meat Grinders, Shop Grinders, Valve Grooving Machines

Hair Clippers
Hammers
Health Exercisers
Heat Regulators
Hoists
Horns
Humidiflers

Ice Cream Freezers Ice Shavers Incubators Ironing Machines

Key Cutting Machines Key Seaters Knife Polishing Machines

Labeling Machines Lapping Machines Lathes, Grinding Loaders Lock Mortisers Looms

Metal Marking Machines Mimeographing Machine Mixers, Dough Mixers, Drink Mixers, Household Motion Picture Projectors Multigraph Machines

Packing Machines
Paper Box Machines
Paper Testers
Paring Machines
Pasteurizer
Perforating Machines
Phonographs
Pianos, Electric
Postal Permit Machines
Presses, Printing
Pumps, Bilge
Pumps, Oil

Refrigerators
Revolving Doors
Revolving Chandeliers
Revolving Signs
Riveting Machines

Sand Riddles
Saw Filers
Saws, Circular
Saws, Hack
Sewing Machines
Shoe Making Machines
Show Cases
Signals, Hospital
Slicers, Meat
Slot Machines

Stenciling Machines Stitching Machines Sweepers Switches, Automatic

Thank You Machines
Torches, Acetylene
Traffic Timers
Trimming Machines
Tumbling Machines
Type Setting Machines
Typewriters, Electric

Vacuum Cleaners Valve Refacers Valves, Automatic Vibrators Voting Machines

Washers, Bottle
Washers, Clothes
Washers, Metal
Water Coolers
Weighing Machines
Welding Machines, Feed On
Wire Drawing Machines
Wire Measuring Machines
Woodworking Machines
Wrapping Machines
Wrapping Machines
Wringers, Cloth

X-ray Machines

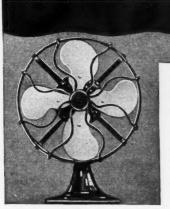
SIMPLEX WIRE & CABLE @

201 DEVONSHIRE ST., BOSTON

BRANCH SALES OFFICES
CHICAGO, 564 W. Monroe St. SAN FRANCISCO, 390 Fourth St.
NEW YORK, 1328 B'way CLEVELAND, 2019 Union Trust Bldg.
PHILADELPHIA, 1227 Fidelity-Philadelphia Trust Building
JACKSONVILLE, 417 Barnett National Bank Building

SIMPLEX INSULATED WIRES AND CABLES

In JUNE You Need FANS Ouickly THERE'S AN EMERSON DISTRIBUTOR NEAR YOU



Akron, Ohio
The Sacks Electrical Supply Co. Albany, Ga.
Albany Hdw. & Mill Supply Co.
Albany, N. Y.
Albany Hardware & Iron Co.
Esco Electric Supply Co.

Albuquerque, N. M. Chas, Ilfeld Co. Amarillo, Texas Nunn Electric Co. Anderson, Ind.
Triangle Wholesale Electric Co. Atlanta, Ga.
Capital Electric Co.
Capital Electric Co.
Capital Electric Co.
Baltimore, Md.
Lee Electric Co.

Beaumont, Texas Neches Electric Co. Binghamton, N. Y.
Southern N. Y. Elec. Sup. Corp.
Birmingham, Ala.
Wimberly & Thomas Hdwe. Co.,

Bloomsburg, Pa.
E. R. Beers Electric Co.
Boston, Mass.
Sager Electrical Supply Co.

Brockton, Mass.
Sager Electrical Supply Co.
Brooklyn, N. Y.
Parr Electric Co., Inc.

Sager Electrical Supply Co.
Brooklyn, N. Y.
Parr Electric Co., Inc.
Buffalo, N. Y.
H. I. Sackett Electric Co.
Cambridge, Mass.
Sager Electrical Supply Co.
Canton, Ohio
The Electric Sales Co.
Chattanooga, Tenn.
Motor Supply Co.
Chieago, Ill.
Manhattan Elec. Sup. Co., Inc.
Revere Electric Co.
Steiner Electric Co.
Cincinnati, Ohio
The F. D. Lawrence Electric Co.
Clearfield, Pa.
Electric Supply Co.
Cleveland, Ohio
The Allen Electric Co.
Milner Electric Co.
Columbus, Ga.
Butler Brothers. Inc.

Milner Electric Co.
Milner Electric Co.
Columbus, Ga.
Butler Brothers, Inc.
Columbus, Ohio
Gordon Bros. Co.
Smith Bros. Hardware Co.
Dallas, Texas
The Beckett Electric Co.
Smith-Perry Electric Co.
Davenport, Iowa
Republic Electric Co.
Dayton, Ohio
Patterson Tool & Supply Co.
Denver, Colo.
The New England Electric Co.
Des Moines, Iowa
Brown-Camp Hardware Co.
Electric Supply Co.
Detroit, Mich.
McNaughton-McKay Electric Co.
Miller-Seldon Electric Co.

Duluth, Minn. Marshall-Wells Co. Marshall wens Co.
Elmirs, N. Y.
Southern N. Y. Elec. Supply Co.
El Paso, Texas
Zork Hardware Co.
Evansville, Ind.
Boetticher-Kellogg Co.

Fargo, N. D.
Dakota Electric Supply Co.
Fort Smith, Ark.
Williams Hardware Co.
Fort Worth, Texas
Miller Electric Co., Inc. Grand Rapids, Mich. Lewis Electric Co. Hagerstown, Md. Schindel Rohrer & Co., Inc.

Harrisburg, Pa.

Dauphin Electrical Supplies Co.
Raub Supply Co.
Hartford, Conn.
The Hartford Electric Supply Co.

Hastings, Nebr. W. M. Dutton & Sons Co. Holyoke, Mass.
The Roland T. Oakes Co.
Houston, Texas
Roberts Empire Electric Co.

Indianapolis, Ind.
Meier Electric & Machine Co.

Macker Electric & Machine Co Jackson, Miss. Cabell Electric Co. Jacksonville, Fla. Perdue Office Furniture Co. Jersey City, N. J. Parr Electric Co., Inc.

Parr Electric Co., Inc.
Joplin, Mo.,
Glasco Electric Co. •
Kansas City, Mo.
Glasco Electric Co.
Missouri Valley Electric Co.
Knoxville, Tenn.
Tennessee Mill & Mine Sup. Co.
La Crosse, Wisc.
W. A. Roosevelt Co.
Lancaster, Ohio
Gordon Bros. Co.
Lancaster, Pa.

Mansfield, Ohio
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Harley D. Carpenter
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Memphis, Tenn.

Dawkins Electric Co.

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Robertson Supply Co., Inc.

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Morristown Electrical Supply Co.

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Parr Electric Co., Inc.

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New Orleans, La.

Interstate Electric Co.

New York, N. Y.

Crannell, Nugent & Kranzer, Inc.

Parr Electric Co., Inc.

Norfolk, Va.

Norfolk, Va.
Woodhouse Electric Co., Inc.
Oakland, Calif.
The Electric Corporation

Woodhouse Electric Co., Inc.
Oakland, Calif.
The Electric Corporation
Oklahoma City, Okla.
Cook Electric Supply Co.
Glasco Electric Co.
Omaha, Nebr.
Electric Fixture & Supply Co.
Electric Supply Co.
Granden Electric Co.
Paxton & Gallagher Co.
Orlando, Fla.
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Raub Supply Co.
Philadelphia, Pa.
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Quincy, Hl.
Gem City Electric Co.
Quincy, Mass.
Sager Electrical Supply Co.
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Rockford, Ill.
Rock River Electric Co.
St. Louis, Mo.
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San Diego Standard Elec. Corp. San Francisco, Calif.
Baker, Hamilton & Pacific Co.
The Electric Corporation

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The Motor Supply Co., Inc. Seattle, Wash.
The Electric Corporation
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Shreveport, I.a.
Interstate Electric Co. of Shreveport, Inc.

port, Inc.
Sioux Falls, S. D.
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Sager Electrical Supply Co. Syracuse, N. Y. A. M. Little Co.

Terre Haute, Ind. Kester Electric Co. Toledo, Ohio The Toledo Electric Sales Co. Trenton, N. J.
Tab Electric Supply Co., Inc. Tueson, Ariz.
Albert Steinfeld & Co.
Tulsa, Okla.
Electric Supply Co.

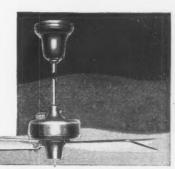
Washington, D. C.
Doubleday-Hill Electric Co.
Wheeling, W. Va.
The Front Co.
Wichita, Kan.
American Electric Co.

Wichita Falls, Texas Nunn Electric Co. Nunn Electric Co.

Wilkes-Barre, Pa.
Bunnell-Stevens Co., Inc.
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A DVANCED thought in interior decoration calls for a touch of the Colonial to lend interest to an otherwise modern interior. So here are two authentic reproductions of those interesting old early American whale oil lamps. These are not midgets, but full sized reading lamps, fashioned entirely in rugged brass. By all means

Height, 21 in. Parchment shade. In three finishes: 4107 Statuary Bronze 4130 Birmingham Bronze

include them in your tall selection.



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THE JUNIORLITE

A leader from the Greist line of over 50 home and office utility lamps. Attached to bedpost, chairback or table in an instant. Stays put. Rubber enclosed clamp. Made with brass or parchment shades in many designs.



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on both A. C. and D. C. Lines

Wherever low level illumination is desired as a guide or indicator—there the little 1.0 watt Neon Glow Lamp "fills the bill" at almost nothing in current cost. Operates on either A. C. or D. C. lines. Indicates, in fact, as one of its many uses, whether line is A. C. or D. C., since on D. C. only negative electrode glows.

Serves scores of purposes in home, factory, laboratory as night, guide, pilot and signal light or as oscillator. Fits standard socket. Clear glow for more than 3,000 hours! For details and prices, write: General Electric Vapor Lamp Company, 887 Adams Street, Hoboken, N. J.

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marked appliances mark the way to bigger sales



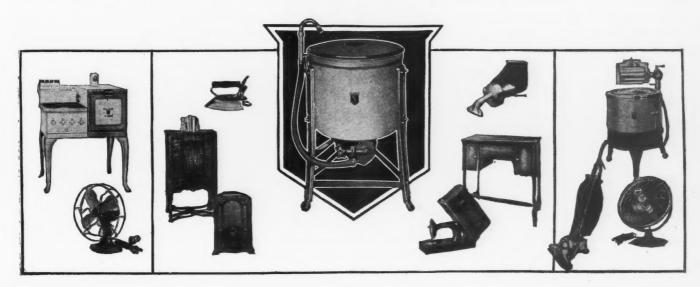
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STOCK a quality line and increase your profits! The Graybar shield of quality on any appliance guarantees its dependability and assures both you and your customers that the product is the best that can be made for its price. In addition to these "marked" appliances Graybar distributes 60,000 other items—"Everything electrical for home, office and industry".

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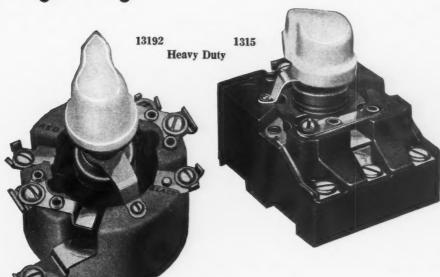
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Electric Range and Appliance Manufacturers benefit by "Diamond H" Engineering







A SELLING OPPORTUNITY FOR RANGE AND HEATING APPLIANCE MANUFACTURERS

Simplification, improvement and standardized design mark the new "Diamond H" heater switches and heat control devices.

Your costs can be lowered, service expense eliminated and long satisfactory service can be built into your appliances.

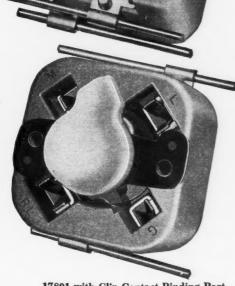
PRODUCTION COSTS can be reduced by using "Diamond H" Clip Contact heater switches. The connecting wire is just pushed into place. No binding screws. A strong positive contact. Wiring time cut 75%. New Front mounting simplifies assembly and switch is protected from dirt and excessive heat.

SERVICE COSTS are eliminated by using switches built with the flat type clock spring. No breakage. Action smooth and positive.

SALES can be increased because with these selling points your range will have flexible control, complete balancing, service free switches and will give long service.

We can furnish heater switches and temperature control devices for every purpose, in ranges, appliances and water heaters.

> Bulletin No. 11 is about heater switches. Bulletin No. 13 about Time and Tempera-A card will bring them to you.



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THE HART MANUFACTURING CO. HARTFORD, CONN.

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7,000
manufacturers
can help you
build profits

This fall at the Leipzig Trade Fair 7,000 manufacturers from 22 countries will exhibit their new merchandise. The Fair opens August 30th and continues through September 3rd.

At this Fair—among the exhibits of 6,000 manufacturers of general merchandise—you will find 812 firms showing household goods, metalware and electrical household appliances; 175 firms showing lighting fixtures and kindred lines; 133 firms showing radios, radio parts and musical instruments. In addition, 1,000 manufacturers exhibit a wide variety of industrial, building and household supplies.

Merchandise in similar classifications is grouped so that comparison is easy. In less than one week's time you can cover all the important markets of Europe and Asia.

The strongest evidence that you can sell this merchandise at a profit, lies in the fact that 95% of the American buyers who once go to Leipzig, go again.

You deal directly with the manufacturers in arranging prices and in having items styled to your own specifications. Further, you bring back new merchandise which your competitors will not have.

Every convenience is provided for your trip—and the cost becomes incidental when compared to the greater profits in widening your buying range.

Use the coupon below to secure more detailed information. Kindly let us know which lines interest you most.

LEIPZIG TRADE FAIRS

For 700 years the world's greatest markets

LEIPZIG TRADE FAIR, INC. 10 East 40th Street, New York City
I am particularly interested in
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FLAT SHAPES

strong in any thickness



Just as workmanship varies, so does quality of material of which there are several—to be intelligently chosen on the basis of the requirements of the particular job in hand.

AMERICAN LAVA CORP.

1423 William St. Chattanooga, Tennessee

Manufacturers of Electric and Heat Resistant Insulators
Ask for book and samples

Natural and Composition



Cut or Died to Any Shape

Sheets, Discs, Washers, Cylinders, Tubes, and Mica Tape

Flexible Moulding and Segment Plate Shade Plate and Torchieres

TAR HEEL MICA COMPANY
Box 5, Plumtree, N. C.

Miners and Manufacturers

Established 1908



U.S. LOAD BOOSTED 46,250,000 K.W.H. YEARLY BY FAMED EVERHOT COOKERS

EDUCATES PUBLIC TO USE OF ELECTRICITY FOR COOKING BUILDS AND HOLDS CUSTOMER CONFIDENCE. NO SERVICE COST

GREAT SUMMER CAMPAIGN ITEM. WRITE SWARTZBAUGH MFG. CO., TOLEDO, FOR RECORDS, SALES PLANS AND COMPLETE DETAILS

WHAT does the user of your appliance tell her neighbors?

Highly valuable is word-of-mouth advertising, running from a user of your product to a prospective buyer.

Quiet, smooth-running Perkins Gears keep the user of your product strongly sold, and ensure a good recommendation to the neighbor or friend who is about to buy.

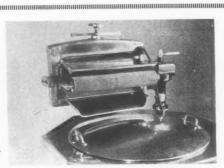
Skilled gear engineering and a modern plant are at your service. Send prints or samples for estimates.

Ground Thread Worms
a Specialty

Cut and ground, finished to close limits for quiet operation.

PERKINS MACHINE & GEAR CO.

130 Circuit Ave., Springfield, Mass.



At last A SAFETY DEVICE that millions of women have wished for

That is, a safety device that will provide absolute safety for her hands, but this device will do more than that, it will positively keep any kind of clothes from sticking to and winding around the wringer rolls, it will keep the clothes from dragging, catching and tearing on the corners of the drain board. It will save the buttons, it will prevent the operator from bunching the clothes or overloading the wringer, that which, in many cases result in a service call by the dealer and repair parts by the manufacturer, a costly nuisance to both while the washer is still under guarantee. This safety device will fit any make of wringer and can be made to match any wringer.

Dealers and Manufacturers inquiries will receive prompt attention.

THE MORIN MFG. COMPANY 896 Main Street, Holyoke, Mass.



The Fastest Selling Antenna in RADIO HISTORY

At last—a real profit maker and sales stimulator. Just the thing to "pep" up your aerial business. STA-PUT TAPE AERIAL sells on sight because it can be strung in a few minutes without

tacks or brads and can be changed or removed without leaving a mark to show where it was. Backed by national advertising, everybody will be asking for STA-PUT.

Act Now—Send for Prices and Discounts Today

THIS SEAL GIVES 100% PROTECTION

All wire coiled under this seal (CWAC) assures you full measure—exact size—perfect quality and 100% satisfaction.

This policy of sealing its wire is another step forward by CONSOLIDATED in giving its customers full value.

Send today for our special offer to jobbers.





512 S. Peoria Street, Chicago

America's Antenna Headquarters

See us at the SHOW: Booth No. 12, Main Exhibition Hall, or Room 2207-A, Stevens Hotel

Only Reliable Products

can be continuously

advertised

RIGHT NOW when the help is needed most EDISON offers

its. Agents these



SIX SALES

INCREASING PLANS

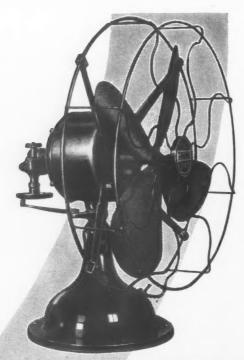
HIS is a time when every opportunity for getting business should be capitalized. There should be a plan and a way to carry it out, clearly defined in your mind. The Edison Lamp Works helps its agents by making such a plan available to them so that they can cause every opportunity to yield its grist of lamp sales and profits. You can take each step systematically, heading straight for the goal of increased sales.

These six interesting booklets constitute a vital part of the Edison Sales-Increasing Plan - for you! They bring you in condensed form — in clear, simple English—the most modern, practical and workable ideas in each branch of sales promotional activity; they bring you new sales resources—tried and proven ideas which not only stimulate you, but furnish you new energy and new ideas for getting business.

This is only one example of the many ways in which an Edison MAZDA lamp agent is enabled to overcome competition. Edison Lamp Works of General Electric Company, Nela Park, Cleveland, Ohio.

EDISON MAZDA LAMPS GENERAL (%) ELECTRIC



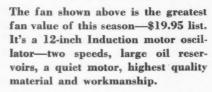


INDUCTION MOTOR

Other 1931 This Season's eaders



There's no radio interference from Induction motor fans. Signal and Cool Spot fans are offered in sizes and prices to meet price and utility requirements this season—a Cool Spot fan as little as \$5 list, but a sturdily constructed quality fan both in workmanship and materials.



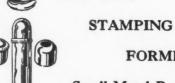
Induction fans are only part of the complete Signal line for 1931. There's a price to meet every customer's need-list from \$3.95 to

Your stock of Signal and Cool Spot fans should be complete now.

SIGNAL ELECTRIC MFG. CO. Menominee, Michigan



METAL STAMPING SERVICE **DRAWING**



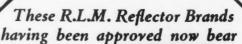
FORMING

Small Metal Parts in Brass, Copper & Steel



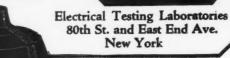
17 Virginia Avenue, Providence, R. I.





this label ABOLITE BENJAMIN IVANHOE QUADRANGLE WESTINGHOUSE WHEELER







EMPLOYMENT : BUSINESS : OPPORTUNITIES : EQUIPMENT-USED OF SPECIAL INFORMATION:

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Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.

Positions Vacant and all other classifica-tions, 10 cents a word, minimum charge \$2.00.

Proposals, 40 cents a line an insertion.

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.

intons Vacant and all other classincajons, 10 cents a word, minimum charge

Discount of 10% if full payment is made in
advance for four consecutive insertions of
undisplayed ads (not including proposals).

COPY FOR NEW ADVERTISEMENTS ACCEPTED UNTIL NOON ON THE 25TH FOR THE ISSUE OUT THE 1ST OF THE FOLLOWING MONTH.

DISPLAYED—RATE PER INCH:

Rebuilt Vacs

CATALOGUE

Armatures

featuring Low Prices, New Merchandise, ready for distribution

The catalogue is the most complete and descriptive medium of literature which has ever been introduced to the industry. May we prevail upon you to write us promptly for your issue—gratis—supply is ultra-limited.

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...a Kit (Special) ... containing over 300 useful items ... REGULAR PRICE \$120.12 ... NOW OFFERED at \$40.00. ..

REPLACEMENT PARTS

Standard and Obsolete Makes of Cleaners

H. R. HOLTZMAN, 6162 Hecla St., Detroit, Mich.

WASHING MACHINE PARTS

Combined washer, vac, and small motor servicing attracts trade and reduces oper-We can supply Rolls, Belts, ating expense. Bearings, Bushings, Carbon Brushes, Cogs. Gaskets, Gears, Motor Packing, Switches, etc. Uniformity to highest standards guaranteed. Lowest known prices. We save you on transportation and trouble. Consolidated orders earn maximum discounts. Catalogs with sizes and important data free to those requesting it.

URON ASSOCIATED INDUSTRIES

1307 Engineers Bldg., Cleveland, Ohio

WE BUY

USED VACUUM CLEANERS Brushes Re-bristled - - 45c Parts for All Makes REPAIR PARTS & REPLACEMENT CO. 1214 N. Wells Street, Chicago, Ill. Phone: Diversey 7018

ANY MAKE VACUUM CLEANER **ARMATURES**

Rewound exchange price, \$2.25 each Lots of 6 or more, extra 10% discount.

Work guaranteed.

Thoroughly guaranteed rebuilt Vacuum Cleaners \$5.00 and up, all makes Brand new attachments \$4.00, any make

Send for illustrated folder.

RE-NEW SWEEPER CO. 3513 Gratiot Ave., Detroit, Michigan



AN INCOME BUILDER
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ABLE, competent executive, combining manufacturing, engineering, and selling experience, now employed, desires permanent connection as general manager or factory manager of washing machine or other appliance business that can be built up by aggressive management. PW-368, Electrical Merchandising, Tenth Ave. at 36th St., New York.

CONNECTION with central station or distributor. Fifteen years' experience in buying, advertising and selling appliances, commercial lighting and wiring in cities from 25,000 to 200,000. Good record and references. PW-365, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

SALESMAN AVAILABLE

SALESMAN desires permanent position with manufacturer or side line specialty or staple commodity to electrical and hardware dealers, contractors, etc. Territory 100 miles radius Philadelphia, Penna. SA-367. Electrical Merchandising, Tenth Ave. at 36th St., New York.

REPRESENTATIVE AVAILABLE

MANUFACTURERS' representative, located in central New York state and contacting electrical contractors, dealers, distributors and public utilities, throughout the state, is desirous of adding one or two good lines of electrical equipment or appliances on commission basis. Can offer complete and efficient coverage exclusive of New York City. RA-366, Electrical Merchandising, Tenth Ave. at 36th St., New York.

BUSINESS OPPORTUNITY

Capital Wanted

Small manufacturer of absolutely new electrical specialty, needs additional capital to fill actual orders on hand from leading jobbers, power companies and department stores, or would merge with or sell to larger firm seeking new items of proven merit. Absolutely new field, no competition and unusual profit margin. BO-364, Electrical Merchandising, Tenth Ave. at 36th St., New York.

SALESMEN — ATTENTION

Only men experienced in selling washing machines, vacuum cleaners, and other specialties to dealers, need apply. We need men in each of the following States: New York, New Jersey, Pennsylvania, Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont and Maine, to sell several different lines of appliances. Write, giving past experience and by wom employed.

SW-363, Ek trical Merchandising
Tenth Ave. at 3th St., New York City.

"SEARCHLIGHT"

Opportunity Advertising

—to help you get what you want. —to help you sell what you no longer need.

G-25

Take advantage of it-For Every Business Want

"Think SEARCHLIGHT First"

Vacuum Cleaner Armatures

Rewound exchange price \$2.50 each Rebuilt Vacuum Cleaners

Eureka — Hoover Vacuum Cleaner Parts and Supplies Belts for Hoover

\$5.00 per Hundred Belts for Premier 5c each—Vacuum cleaner brushes rebristled \$.50 each

Here Are Some Real Bargains

Pomranz Electric Co. 4552 Sheridan Ave., Detroit, Mich.

Feature this Seal



and watch sales grow

SATISFIED customers are the foundation of all good business. Give people their money's worth, and they'll come back for more.

This is the reason why thousands of stores specialize in merchandise tested and approved by Good Housekeeping Institute and advertised in Good Housekeeping magazine. Such merchandise carries a guaranty that is

positive assurance of satisfaction.



Before Good Housekeeping Institute awards its Seal of Approval to a household appliance or device—before a line of advertising may appear—the product is rigidly laboratory tested. It must meet the highest standards of mechanical excellence—must do its work efficiently and operate economically—it must stand up well under long and hard service. Otherwise the appliance or device cannot have the Seal of Approval—cannot be advertised under Good Housekeeping's money-back guaranty.

You can see why it should pay you to feature such products. And you can prove that it does pay. Simply check your stock. Learn what tested and approved items you carry. Then feature them prominently in window and store displays. Let customers know that you offer this pocketbook protection, and watch the effect on their buying.

To help you put this idea over, we will send you—free—window posters and counter cards as illustrated, together with a list of products currently advertised in Good House-keeping. To order this material, use the coupon.

GOOD HOUSEKEEPING

Everywoman's Magazine

GOOD HOUSEKEEPING TR. 57th St. at 8th Ave., New York,	
Please send list of curren chandise and free selling poster	ntly advertised guaranteed mer- rs as checked.
☐ Window Size	Counter Size
Name of Store	
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CROSLEY presents a Low Priced 7-Tube Superheterodyne Pentode (Pliodynatron) Radio Receiver



TUBES AND TENNABOARD

16 FEATURES

- 1. *New Crosley Superheterodyne Pentode Circuit
- 2. Seven Tubes (Six Screen Grid)
- 3. Five-element Pentode Output Tube
- 4. Exponential or Variable Mu Radio Frequency Tube
- 5. Exponentialor Variable Mu Intermediate Frequency Tube 6. *Pliodynatron Oscillator
- 7. Full Floating Moving Coil Dynamic Speaker 8. Continuous (Stepless) Static Control
- 9. *Illuminated Angular Vision Ribbon Dial
- 11. Continuous (Stepless) Variable Tone Control
- 12. Combined Volume Control and On-Off Switch
- 13. *Crosley Tennaboard
- 14. *Beautiful New One-piece Molded Cabinet
- 15. Perfect Tone and Powerful Undistorted Output
- 16. Priced Complete with 7 Tubes at only \$65.00
- *Exclusive CROSLEY Feature

SINCE its introduction only a few weeks ago The New Crosley SUPER BUDDY BOY has enjoyed unprecedented success. The radio public is ready, willing and anxious to accept this radio sensation which can boast of so many outstanding features (five features exclusive with Crosley).

The SUPER BUDDY BOY incorporates the most recent of all radio developments—the Five-Element Pentode Output Tube. Its use is equal to two stages of amplification. The Variable Mu tubes impart a richness and fullness of tone to reception remarkably free from the customary background noises. The use of a Screen Grid tube as the Pliodynatron Oscillator — an exclusive Crosley feature — eliminates adjustments that are necessary with the three-element oscillator used in all other superheterodynes. In spite of these astonishing features, The SUPER BUDDY BOY is small in size and can be easily carried from room to room in the home.

Never has there been a radio receiver that holds the possibilities of big sales and profits as The SUPER BUDDY BOY. Get in touch with your Crosley distributor today — see and hear this marvelous new receiver.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

Home of "the Nation's Station" - WLW

CINCINNATI

Also manufacturers of the CROSLEY Battery Radio Receivers and the CROSLEY ROAMIO Radio Receiving Set.

How HOOVER

Leadership_

Serves Electrical Merchandisers



COME AND SEE US AT THEN, E. L.A. CONVENTION

We'll be looking for you at our Booth at the Convention. Drop in to visit, rest or meet your friends. You'll find Hoover officials and engineers there, glad to make new friends and welcome old ones. IN THE sale of electrical devices, the wide-awake dealers want profits—but never at the expense of prestige.

For their purpose, the ideal product is one which has widespread popularity and indisputable merit to support its public acceptance.

Among electric cleaners there is none which so completely fulfils these requirements as does The Hoover.

It was the first electric cleaner on the market. It has always been the leader. It has survived, while scores of other cleaners have come and gone, because it always ranks first in the primary requirement of an electric cleaner—efficiency.

Today it leads in efficiency by a greater margin than ever before.... It is, as always, supported by the most comprehensive advertising program in the industry.... The dealers which sponsor it have at their disposal the most complete array of sales helps offered by any maker of electric cleaners.

When you sell Hoovers, you sell them both with *honor* and with profit.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners • The Hoover is also made in Canada, at Hamilton, Ontario.

